

service again, for it still appears as good as ever."

Probably a contribution to the long life of the line was the regular care given it. During the "full" of every moon the "Mabel's" wire was taken from the reel and run through a bath of old oil, bailed from the base of the big diesel. This oil was absorbed by the hemp and gradually fed back to the friction surfaces during the succeeding fishing "dark."

Men of the crew tell that during the tuna run last summer, when the heavy 320-fathom Blue Fin seines were broken out, great havoc was worked with the purse-lines of those boats using manila. Because of the weight of the gear thick purse-ropes were requisite; because of their thickness they quickly "climbed" against the shoulder of the gypsy head of the winch, then "surged" or slipped downward, jarring the entire vessel and injuring the rope itself thru chafing. Two or three men were needed to pull on the free end of a line such as this to keep it coming in, and even so the slipping down or lateral surging of the cordage often was so constant as to heat up the gypsy, and make it necessary for one of the gang to busy himself with a water bucket to prevent a fire.

In contrast with such a state of affairs the "Mabel's" line hove in smoothly, without jerks, chatter, or surging. One man was sufficient to receive the slack; the line was of small diameter so did not climb much, and being of oily steel it slid down from the shoulder without jar or slacking off.

As the Crew Sees It

"The main thing is," declared one of the "crowd," "that the man coiling down has only the lead line to handle. The way it was before, he had to lay down the lead line and the purse line too. That more than doubled the work—yes, worse than that. And then there was that big pile of purse-line in the middle of the deck, half as high as a man. Why, you can coil down 100 fathom of the cable in a spot five feet across and not have more than six inches of wire on the deck."

When the seine is set, and the skiff-end of the purse-line has been gotten aboard and taken to the winch, heaving commences. The vessel-end of the line has remained fast to the spool seated on top the pilot house, a bight being taken to the gypsy. Hauling is commenced on both ends of the cable at the same time, one man taking the slack from the winch on each of the ends. As the vessel-end comes in a third fisherman winds it up on the reel above mentioned; the skiff-end is coiled down on deck by

a fourth hand. When the purse-rings have been gotten aboard there appears with them the "figure eight," a metal link uniting two eye-splices in the very middle of the cable. This link is opened, the cable parted, unriven from the rings, the link restored, the skiff-end half of the cable spooled, and, when all is in readiness for the next set, the wire's end is taken down to the seine and riven through the rings again in readiness for another cast. At the time that the seine is going out over the roller of the turntable one of the fishermen takes his stand at the reel, for it is necessary to brake it down somewhat that it may not pay out too rapidly.

When using the cable with the tuna nets, which are longer than the sardine gear, a 50-fathom section is added in the central part of the line, this being done by means of a second figure eight.

"The portion of the line that has to support the bunt when the seine is fully pursed must endure the greatest strain. When using manila we insert a heavier and stronger piece of rope in that spot," explained Captain Bernstein. "That we call the 'lifting-piece.' Last summer some of the tuna boats wore out 3 or 4 lifting-pieces each, the strain of the heavy gear being so great that each piece lasted only 6 or 8 hauls. In the wire that we are using there is no special lifting-piece; we have used it constantly for nearly 2 years, yet it seems to be as good as ever."

Wide Use Anticipated

The purse-seiner "Yukon," captained by a son of the elder Bernsten, has for some time past been fishing with a steel line. The outstanding and habitual success of the "Mabel" and "Yukon" has been well noted by other boatmen, and seiners in particular, wherefore it is no surprise to learn that a number of these have debated the matter with themselves about long enough, and have at last arrived at the conclusion that they also will adopt the new purse-line. Since the loss of the "Mabel" the senior Bernsten has bought into the big vessel, "Marie Joan," and proposes to mount upon its cabin top the same reel and line that identified the "Mabel" for so long. There is no question that this installation will take place at once, for the "Mabel's" old gang are said to be a little grouchy at having to "mess around with a clumsy pile of rope" again, and are eager to get their handy gear salvaged from the wreck and shipped aboard the new netter.

Heretofore inquirers after the steel line have supposed that they must send to Norway for it, be bothered with freight charges, import duties, declarations, exchange, and all of the detail and annoyance connected with importing a foreign article. In the past this may have been true, but the way is made easy for men who wish to change over now, William Maggio having recently announced that he already has sensed the coming demand and has stocked the Norwegian line at the San Pedro chandlery of C. J. Hendry Company.

Holdings of principal fish in Canadian cold storages in November 1, were: Halibut, 4,763,124 lbs.; mackerel 878,807 lbs.; salmon 8,520,242 lbs.

Eureka Union

Fishermen's Union of Great Aid to Members

The Eureka Fishermen's Union has 100 per cent representation of fishermen in its territory, and according to the fishing folk at Eureka, Calif., the union is of great assistance in handling the affairs of its members.

William Kay, a man well known all along the coast where men fish, is the secretary of the union, and is one well suited to the responsible position, aver the members. Mr. Kay understands the fishing game and is well acquainted with and sympathetic toward the problems met by fishermen in wrestling a living from the sea.

The union was organized about four years ago and has a membership of about 175 fishermen. The association is arbiter in all of the difficulties of the fishermen and is proving of great value in this connection, it is declared.

FISHERIES SCHOLARSHIP

A gift to be known as the Atlantic Coast Fisheries Scholarship, open to graduate and under-graduate students with a thorough grounding in physics, chemistry and mathematics, has been presented by the Atlantic Coast Fisheries Company to Dalhousie University, Halifax, N. S.

H. F. Taylor, vice-president in charge of research, became interested in the University's School of Fisheries last summer and arranged the scholarship, which has been won by Wesley Stewart, of St. John, N. B., a senior, who will receive \$500.00. Schools of Fisheries at Seattle and Tokio are the only two others in the world.

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Association Grows \$100,000 in New Gear

Fishermen's Cooperative Assn. in Big Growth in Three Years

In existence but three years, in fact, having been organized in December, 1926, by eleven purse-seine boat owners, the Fishermen's Cooperative Association at San Pedro has shown a wonderful growth in that time by the fact that there are now about 65 boat owners, some of them operating more than one craft, members of the association.

The association was organized for the purpose of cooperation and protection for the interests of the fishermen, according to M. P. Suglian, secretary. It was instrumental in bringing about several reforms for the benefit of the industry, including the opening of barracuda fishing for purse-seiners, accomplished shortly after the association was organized, and the bringing about at the same time of the first protective measure for barracuda in the form of a closed season, which was advocated by the association until passed by the state legislature. The closed season was fifteen days longer this year than during the previous season. The association also was instrumental in having the legislature at its last session open the shoreward side of Catalina Island to commercial fishing and close the seaward side.

Nick Ursich has served as the president of the group for the past year. New elections are scheduled for January, when the annual meeting of the association is held. Pete Dragich, Jr., is vice-president and M. P. Suglian is secretary-manager, in which capacity he has served since the association was organized. John Menezich and A. A. Stanovich are directors.

John Gabelich was the first president of the association and the charter members were: Mr. Gabelich, Steve Malkovich, M. Blahov, M. Zovich, Nick Ursich, J. M. Duzich, Geo. Rosin, Geo. Zuban, M. P. Suglian, A. Vranic, Jacque Bernsten and John J. Zuanich.

Monterey Fishermen Invest Huge Sum for Half Ring Fishing

By M. O. GAY

Adoption of new type "half ring" nets by virtually every sardine fishing crew on Monterey Bay has resulted in recent weeks in the expenditure of approximately \$122,000, according to estimates by officials of the Monterey Sardine Fishermen's Organization, Inc., the boat owners' association.

All of the organization's 61 crews except three or four have now been equipped with half ring gear, O. Enea, president, announced. Enea estimates that each boat owner spent an average of \$2,000 on new equipment, including additional net, tackle, winches, masts and spars, and miscellaneous gear.

To compensate the owners for this additional expense the crew members have agreed to increase the owners' split of the fishing proceeds by half a share, giving them four and a half instead of four shares as formerly.

Boat yards of Angelo Sino, L. H. Smith, and Orlando Pasquanuci have been working overtime for several weeks during the slack periods of moonlight to install new equipment, while the local ship chandlers have been basking in an unexpected source of important business.

In making the change from the old lampara gear to the half ring net, each owner had to purchase at least 400 pounds of small mesh net, for the lampara required only 200 pounds of net, whereas the half ring, which is in reality a small purse seine, takes 600 pounds.

Moreover, since the new net does away with the hand labor required by the lampara, each launch has been fitted with a mast and boom for handling the large brails which supplant the old-fashioned hand dip net for loading fish.

No longer do the fishermen pull many laborious fathoms of net by hand. A winch, operated by a special sprocket and clutch on an auxiliary shaft from the main engine, supplies the power for hauling in the closing tackle and operating the brail.

The majority of the old lampara launches are not large enough to permit deck loading of the catch, so each boat is still using its lighter. But with the

larger catches made possible by the new gear, many of the owners are enlarging their barges.

At the Monterey Boat Works, of which Smith is the proprietor, S. Scardino has just got his lighter off the ways, after having it lengthened by nine feet, and E. Shimuzii has had his lighter made eight feet longer.

Several fishermen are figuring on having their launches lengthened during the next closed season to permit deck loading, Smith said. And because of the larger craft being used each year, Smith announced he will shortly build a new, larger set of ways, capable of handling boats up to 65 and 70 feet long.

Sino now has the frame up for a new launch he is building for Antonio Di Maggio of Monterey, which it is understood will be larger than any of the old type launches owned locally in Monterey, though not in the purse seiner class.

All in all, it is apparent that the old days of small launches and hand gear are definitely past and that Monterey Bay fishermen have crossed the threshold of a new era of thoroughly modern methods and equipment for big scale production comparable to the latest advances in cannery operation.

Members of the Monterey Sardine Fishermen's Organization, who with slight exception have participated in this latest forward step are as follows: C. and B. Aiello, G. Aliotti, J. Aliotti, C. Balbo, M. Balesteri, P. Buffo, S. Canepa, M. Cardinale, O. Cardinale, G. O. Cardinale, S. Cardinale, V. Cardinale, N. G. Crivello, O. Crivello No. 1, O. Crivello No. 2, A. Russo, B. Compagno, S. Compagno, G. P. Cutino, J. Davi, A. Di Maggio, O. Di Maggio, G. Enea, O. Enea, E. Ferrante, J. Ferrante, V. Ferrante, N. Garcia, P. Giamona, S. Honda, V. Higashi, S. Kageyama, T. Komure, S. Lonerio, A. N. Lucido, E. S. Lucido, S. Lucido, V. Lucido, T. Maiorana, T. Manaka, Y. Manaka, B. Menda, P. Mercurio, J. Mineo, S. Milicia, S. Oyama, G. Risso, A. Russo, S. Russo, S. Scardino, S. Shiozaki, E. Shimizu, A. Sollecito, G. Spadaro, A. Cecilia, F. Tardio, K. Takiguchi, M. Torrente, Leo Ventimiglia, S. Ventimiglia, S. Watanabe, and K. Harasaki.

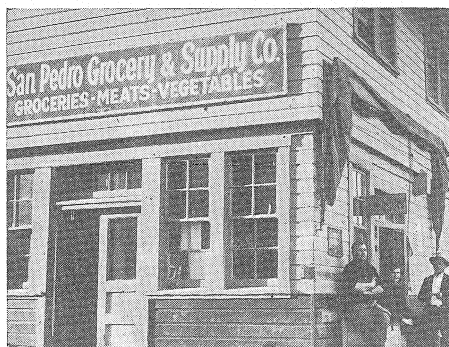
Stanley Q. Grady, for some years active in buying and canning sardines in Pasamaquoddy Bay, has been located for some months in New York City.

The Union Ice Company

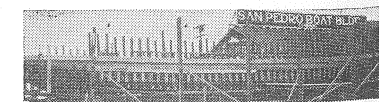
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Where Fishermen Meet—the San Pedro Grocery & Supply Co., on the San Pedro municipal wharf; "Jerry," the expert meat butcher, left; Nick Pobor, owner, center and "Shorty," collector for the State Fish Exchange, right.



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Fishermen's Wharf

*San Diego Structure to Be Ready
January 1*

Rapid progress is being made in re-constructing the former Spreckels wharf at the foot of G street, San Diego, to be known as the Fishermen's Wharf. It will have a length of 1000 feet and a width of 75 feet, and will provide deep water at all times for the large fishing vessels now operating out of San Diego. It is expected to be ready to service the boats by the first of the coming year.

The Star & Crescent Oil Company has already completed the installation of huge tanks together with the latest and modern equipment necessary in the operation of refueling vessels with dispatch.

The San Diego branch of the Protane Gas Company has already occupied quarters on the new wharf. This gas is used on the boats in cooking.

A building is to be erected on the wharf for the Harbor Supply Company, whose present location is in the Harbor Administration building at the foot of Broadway.

The ice crushers, which will be under the management of Lawrence Oliver, are being installed and will be ready for use when the wharf is completed.

The offices of the American Fishermen's Protective Association, now located at 867 Harbor street, are to be moved to quarters on the wharf, and it



Pete Crivello, connected with the American Fishermen's Protective Assn., has been a familiar figure on the San Diego fish wharf for years, as well as a fisherman himself, thus understanding the problems of the fisherman from actual experience.

is expected a large net drying area will be set aside for the fishermen's use, together with tanbark boilers adequate to accommodate their needs for some time to come. The Association has applied for a radio permit and, if granted, a station will be erected on the wharf, to keep in communication with the vessels of its members at sea. Many of the ships now have sending and receiving apparatus, and if the permit is granted, as it is expected it will be, more vessels will add such apparatus to their equipment.—H. Dukinfield.

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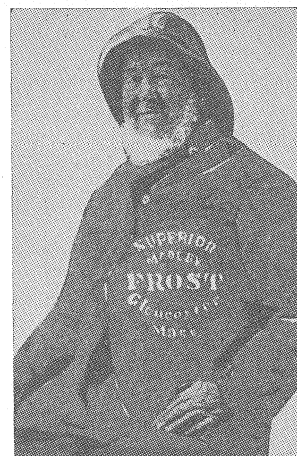
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To Extend Pier

To Accommodate Vessels of Deep Draft

By H. DUKINFIELD

It is reported that the Richfield Oil Company intend to extend their service pier which is located a short distance south of the plant of the San Diego Marine Construction Company at the foot of Sampson street, in San Diego, two hundred feet farther out, in order to accommodate vessels of deep draft at all tides.

The pier in question is the one formerly operated by the Pan-American Oil Company and was acquired by the Richfield at the time the plant adjoining was taken over by them.

Yard Now Functioning

Overcoming many unexpected and almost insurmountable difficulties and obstacles encountered by Peter Rask at the time he moved to his present location, his shipyard is now functioning after almost a year spent in building ways, dredging, and installing the necessary machinery and other equipment. His plant is located at the foot of Grape street, in San Diego.

It will be remembered that Rask, at his recent location, achieved the construction of the swordfish boat "White Star," the "G. Marconi," the "St. Therese," owned by Frank P. Silva, and the "Stella Di Genova," owned by Fred Canepa. The three last mentioned ves-

sels are in the tuna fishing industry, and are up with the leaders in San Diego's new high seas fleet.

Rask is now constructing another swordfish boat for R. M. Brown, a recent arrival from the Atlantic coast, which is to be a replica of the "White Star," which has proven so successful in the kind of fishing it was intended for.

This yard is now equipped for and capable of handling the construction and repair of vessels of all sizes usual to the fishing industry, and now that his yard construction troubles are behind him, Rask is looking forward to an active year at his plant.

Camillo Lands Lobsters

Capt. Louis Camillo brought in his vessel, the "Oceana," a few days ago with its first load of Mexican lobsters this season—not a capacity load, however. Captain Camillo does not anticipate as successful a season this year as that of 1928-9, although it is still a bit too early definitely to forecast what is to come.

INSTALL NEW ICE CRUSHER

Beverly S. Cooper, general manager at San Diego of the Mission Bell Petroleum Co., announces the leasing of that portion of the plant of the old Neptune cannery situated on the water front, where he is installing an ice crushing equipment which will be one of the most modern on the Pacific Coast. This machinery has been built by the Conveyor Company of Huntington Park, Cal., in accordance with plans and specifications drawn and prepared by Mr. Cooper himself, in collaboration with engineers and electrical experts, and will have a capacity of 100 tons per hour. This equipment includes a unique device intended to convey the crushed ice to any part of the vessel being loaded and will eliminate the necessity for men to shovel it to where it is desired.

The entire equipment will be operated by electricity and the deepest draft vessels will be able to be served at the plant regardless of tide conditions.

The crusher and conveyors when installed and in operation will represent an outlay of approximately \$15,000.

In addition to the ice crushing plant, Mr. Cooper announces it is his intention to move the petroleum and oil plant from National City to premises adjacent, and will be connected by pipe lines in such a manner that vessels may take on their supply of fuel and lubricating oils at the same time that the ice is being placed on the vessel.

The entire plant will be in full operation and ready for the servicing of boats by the first of the year and will represent an investment of approximately \$100,000.

In addition to fuel and lubricating oils and gasoline, Mr. Cooper's company is San Diego county distributor of Sinclair motor oils and greases.—H. D.

999 YEAR LEASE

More than four hundred years ago in Great Britain, one J. M. Tabor leased a certain oyster bed for 999 years. The lease has nearly half run and the bed is still producing good oysters in good quantities. The lease is still in possession of the Tabor family and the present descendant, J. M. Tabor, is still marketing oysters from the beds.

Capt. Oakley Hall

Heads Three San Diego Enterprises

Three of San Diego's outstanding industrial plants are presided over by Captain Oakley J. Hall.

One of these, the Star & Crescent Boat Company, is under the direction of Carl Bruington, marine superintendent, and is located at the foot of Broadway, operating ferries, water taxis and the tug boats "Palomar" and "Cuyamaca." The ferries operate between the company's wharf in San Diego and points on the Coronado and North Island sides of the bay. The water taxis are used for hire to any point around the bay. The tugs "Palomar" and "Cuyamaca" are engaged in tugboat work, towing barges, are available for salvage work, and are commanded by thoroughly competent and experienced engineers.

The Star & Crescent Oil Company, of which Albert Olson is plant manager, operate one of the largest marine service stations on the Pacific Coast. This, however, will be discontinued when the new equipment for this class of service is ready for operation on the new Fishermen's Wharf, at the foot of G Street, which will be in charge of John Odom, who is well known to the fishermen of San Diego Bay. The oil company's plant is located at the foot of Grape Street, from which are operated a fleet of tank trucks.

The San Diego Marine Construction Company, located at the foot of Sampson street, is under the direction of Dean B. Johnson, marine superintendent and designer. From this plant during the

H. K. Shockey, Prop.

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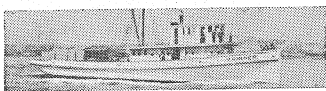
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past year have been built and launched the tuna clippers: "Emma R. S., Guy Silva, captain and owner; the "Point Loma," Captain M. M. Perry; and the "Shasta," owned by Charles Landers. Each one of these are 96-foot vessels, and are engaged in the tuna fishing industry. The tugboat "Cuyamaca," referred to above, formerly the "Bergen," was entirely reconstructed and fitted for the purposes for which she is now used, at the yards of the San Diego Marine Construction Co. The company now has under construction the 96-foot tuna fishing vessel, to be known as the "Alert." This ship will be of the raised forward deck type, and is being built for T. Abe and H. Fukuno at a cost of approximately \$65,000. Recently this company secured the contract for the construction

of a patrol and research vessel for the California Fish & Game Commission. This vessel will be 86 feet in length and when completed will cost \$57,800. It will be powered with an Atlas Imperial Diesel engine.—H. D.

IMPORTANCE OF EQUIPMENT

Etz-Hokin & Galvan of Wilmington and San Francisco have been very busy making up specifications for electrical equipment on many of these new boats that are being built for the fishing industry. All of the fishermen are commencing to realize the importance of their electrical installation, and a lot of them are demanding that certain things be included in their electrical specification.

On the item of batteries, the fisherman have found that it pays to buy the best. There are two makes of batteries, both entirely different in principal, that are giving very good service, and Ets-Hokin & Galvan have been selling many of them.

BOYNTON SECURES PLANT

The plant of the General Marine Works, at the foot of Ivy street, in San Diego, between the Neptune and California Packing Company's canneries, has been taken over by Charles Boynton, formerly connected with the Boulevard Express Company.

Mr. Boynton is prepared to undertake all kinds of marine construction and machine work, having capacity for the construction of vessels up to 65 feet in length.

At the present time the keel is being laid for a 26-foot sport fishing vessel, which will be powered with a Frisco Standard gas engine.

Several other contracts are under consideration which, however, have not reached a point of definiteness to enable us to give further details at this writing.

Mr. Boynton is an enthusiastic yachtsman, and expects to give special attention to the building of pleasure boats, but is also in a position to competently handle the construction of fishing and other commercial vessels.—H. D.

Fred W. Schellin, Pres.
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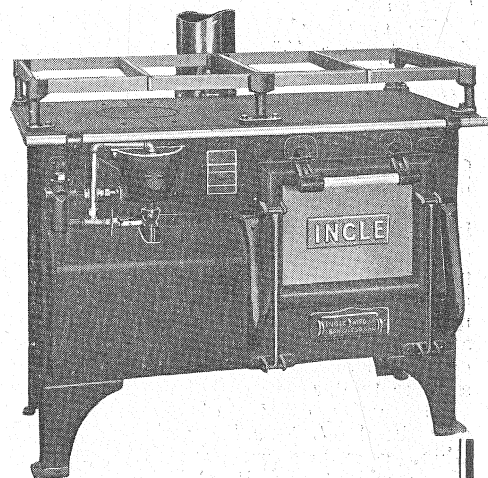
*San Diego Association Shows Big
Growth in Year*

By H. DUKINFIELD

It was in the Spring of 1917 that a few fishermen were gathered together on a certain cannery dock in San Diego and, as is invariably the case when such meet, they talked shop in general and prices for their wares in particular. All were agreed that something should be done to cure an evil that they were all constantly confronted with—the unstable prices of fish.

Before they parted—and the present president of the association was one of them—they formed themselves into a committee to put into concrete form an idea they all had, even though it was then somewhat vague.

Several meetings were had at which each aired his views which, while necessarily varied, all tended to one end—an organization. Eventually, in the Fall of 1917, what is now known as the Ameri-



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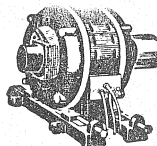
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DEAN B. JOHNSON, Supt.
Foot of Sampson Street

can Fishermen's Protective Association was born, and the first president, secretary and board of directors were elected.

The early efforts of the association were directed to adjusting prices for fish delivered to the canneries, and these endeavors were eventually crowned with success.

Later, in the Fall of 1919, their efforts and activities were extended to fixing prices for fish delivered to the fresh fish markets, and two men were put on a salary and they gave their entire time to the affairs of the association and the interests of its members.

In 1922, the association's activities were extended further in contracting on behalf of its members for gasoline, diesel oil and lubricants, making collections from the canneries and the markets, and paying the members' operating bills. Now, practically all of the business of its members and their boats is transacted through the association, which is operating much in the form of a clearing house.

From such a humble beginning, with a membership of a scant fifteen boats earning a few thousand dollars a month, has evolved an association with a membership governing over 140 boats and an earning capacity in excess of \$200,000 a month.

The personnel of the association has doubled since 1928, and at the present time it has four men devoting their entire time to the shore interests of its members.

The replacement value of the boats operating through the association today is in excess of \$3,000,000.

Several of the members' vessels have installed on them radio sending and receiving sets, and the association at the present time is engaged in an effort to secure from the National Radio Commission a permit to erect a shore station at the foot of G street, on the new Fishermen's Dock, where they already have a place to dry, mend and tan their nets.

The active officers of the association are: Fred W. Schellin, president, E. J. Ghio, secretary-treasurer, H. Bobzien, vice-president and P. Crivello, assistant secretary; all of whom are actively endeavoring to keep in step with the rapid developments in the fishing industry, with headquarters at 867 Harbor Street.

The McCaffrey Co.

SAN DIEGO, CALIF.

The best and most complete stock of Tuna gear in Southern California. We have an exclusive line of hooks and squids made for us in Japan on our own patterns. Ask the captain who brings in the big loads where he gets his gear?

*Everything for Boat
and Fisherman*

The McCaffrey Co.

SAN DIEGO, CALIF.

3 Boats Built

Year's Activity in Fishing Construction Told

The Campbell Machine Company, whose main plant is situated at the foot of Eighth street, in San Diego, is a partnership composed of David C. and George E. Campbell, who announce building of three new tuna boats during 1929. This firm occupies a ground area of 350 by 400 feet, on which is erected a fine steel frame building 50x100 feet, which is used as a machine shop. It is the most completely equipped shop of its kind in San Diego with machine tools of the most modern kind capable of handling large size propeller shafts and large diameter propellers, as well as other machine work.

East of the above mentioned building is located a boat-building loft 60x100, especially adapted to the purposes for which it is used, because of its extreme height. Along one side of this building is located a small lumber mill comprising all modern and necessary equipment.

There are three marine railways running out to deep water beyond the bulkhead line. Two of these have just been increased in size at an approximate cost of \$15,000, making them capable of handling fishing and other craft up to 150 feet in length.

During the past year three large fishing vessels were designed, built and launched by this firm. They were the "Invader," 118 feet in length, beam 25 feet, powered with a 350 h.p. 7-cylinder Union Diesel engine, for Joe C. and Matthew C. Monise; the "Navigator," 120 feet in length, beam 27 ft., powered with a 400 h.p. 6-cylinder Union Diesel engine, for Manuel H. Freitas; and the "Sao Jaao," 120 feet in length, beam 26 ft.; powered with a 400 h.p. 6-cylinder Union Diesel engine, for J. O. Medina & Company.

In addition to the above vessels, the "Mariner," which was badly wrecked in a collision with an oil tanker 450 miles south of San Diego, and brought back to their yards in a sunken condition, was entirely repaired and rebuilt, and is now in as good condition as it was before the accident. New machinery was installed on this vessel, including a new 300 h.p. Union Diesel engine and a 30 h.p. Union Diesel auxiliary connected direct to a 23½ K. W. Westinghouse generator. This vessel is now fishing for the Westgate Sea Products Co., of San Diego.

The total contract price of the above-mentioned vessels was approximately \$300,000 and gave employment for a seven months period to 140 men.

This firm specializes in repair work, and a crew of machinists, expert Diesel men, electricians and shipwrights are employed the year round. The number of men comprising this crew seldom falls below twenty, and usually runs about 40 employees.

In addition to the main plant, the company also operates a plant at the foot of Juniper street, under the management of D. T. Edson. This plant is equipped with a machine shop and four marine railways and is intended to handle smaller vessels.

PROTANE IN NEW HOME

The Protane Gas Company of San Diego, who are distributors for the Protane gas stoves on the Pacific Coast, are now in their new offices, located on the new fishermen's supply dock, which dock is nearing completion in San Diego. Their former location was 2809 University Avenue.

They have installed their Protane marine gas stoves in all but three of the larger fishing boats working out of San Diego, and these stoves have proven very satisfactory. Another feature of the Protane Gas Company is the fact that they do not handle any other line of merchandise, and they are, therefore, able to give the best service to their customers.

A shipment of stoves has just been received by this company with many new features. This new Protane Marine stove No. 400 is available with two or four top burners. Oven can be operated for either baking roasting, broiling or as a radiant heater.

There is a reversible vertical broiler rack which permits application of barbecue principle to cooking or toasting and permits compact construction hitherto unknown. Speed of broiling can be governed by distance between broiler and heating elements.

FISHERMEN'S WHISTLES

Allan Cunningham of Seattle writes that he is selling his deck machinery and whistles in large quantities to the various engine companies, presumably for use on many of the fishing boats now being built for California fishermen.

This is the season of fogs, and many accidents are due to fogs. He finds that the fishermen are using a large quantity of his whistles. His air whistle is one of the most economical whistle of this size on the market and the penetrating quality, and echoing quality, make it a very valuable asset to the good fishing boats.

MISSION BELL PETROLEUM CO.

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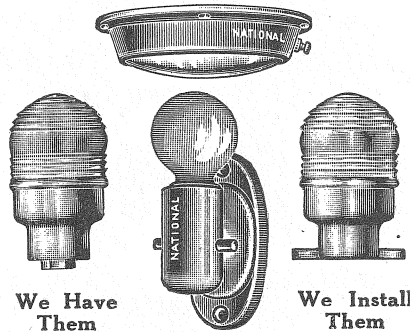
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That is Just Right for Your
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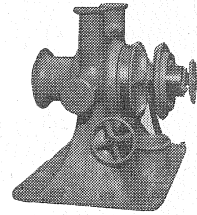
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Automatic Electric Plants
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Your Boat Needs

The Only Correct—

WHISTLES
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For the Fishing Boat

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Seattle, Washington

HEALTH PROPERTIES OF FISH FOOD

According to an article by Lewis Radcliffe, Deputy U. S. Commissioner of Fisheries, in The United States Daily, Washington, D. C., issue of December 3, the presence of iodine in fish is preventive of goiter. The entire article follows:

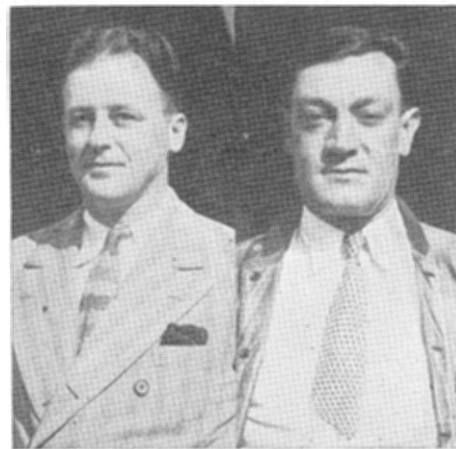
"One and one-half billion tons of soil matter is washed from our farms and pasture lands annually, according to a recent report. This is estimated to contain 126,000,000 pounds of plant food or 21 times that removed from the soil by crops.

"Much is said about erosion and loss of soil fertility and already there is discussion regarding the future food supply of the world. In addition, we hear much about the deficiencies of certain lands in factors of importance to good health. We have areas of iodine deficiency, there goiter is more prevalent; soils characterized by a deficiency of phosphorus, by acid conditions and by alkaline conditions.

"Throughout the centuries the rivers have been carrying the land products to the sea, enriching the waters, with the result that sea water contains practically all known elements in solution. This richness of the coastal waters in organic materials, in minerals and the gasses from the air, combine to produce a luxuriant growth of microscopic plants, and the combination of the two constitute the basic food supply of marine life. Thus marine life is not confronted with deficiencies such as may be found in many land areas.

"Furthermore, the calcium, phosphorus, iron and other elements which an animal or plant has incorporated in its tissues, is in turn much more readily assimilable by man or the higher animals than as prepared by an apothecary from the natural elements. As domestic animals also suffer from deficiency diseases, the value of the products of the sea for feeding purposes is indicated.

"By way of illustration, every white child born in Pemberton Valley north of Victoria, N. C., had goiter, and many white adults developed it within a few months of residence, according to Keith.



Charles A. Landers, prominent boat owner, San Diego and Joe Camillo, Mgr., Van Camp Organization, San Diego

No litter of pigs lived more than one day after birth, and there was a mortality of 85 to 90 per cent among the calves and colts from thyroid abnormalities.

"At the same time not a single case of goiter could be found in an Indian village in the valley and the pigs rarely suffered from thyroid troubles. The reason for these differences appears to be that the Indian ate a great deal of salmon and the pigs ate the dead salmon washed upon the shores and thus obtained enough iodine from the salmon to supply their thyroids with the necessary amount of this element.

"In pre-war days, Germany used quantities of Chilean nitrate in mixed fertilizers. This contained iodine as an impurity. With the supply shut off during the war, the Germans manufactured "air nitrates" for explosives and this has largely replaced Chilean nitrate for fertilizer since the war.

"Air nitrates are deficient in iodine. A few years ago, German nutritional experts became much disturbed by the increasing prevalence of goiter among both human beings and farm animals, according to Clark. Tracing the iodine deficiency to the use of air nitrogen in fertilizers, every encouragement is being given to the consumption of sea foods and to the use of fish meal as a stock food and for fertilizers.

"Consideration of the general situation leads to the conclusion that man should draw more heavily upon the resources of the sea, supplementing land crops and restoring to the land some of the richness which has been lost."

FISHERMEN OF CALIFORNIA

Depend almost entirely on

C. J. HENDRY CO.

for their marine requirements—

Our conveniently located branches—plus an ample stock of highest quality fishery supplies and equipment—selected from the World's Leading manufacturers—assures the industry of a standard of which we are proud.

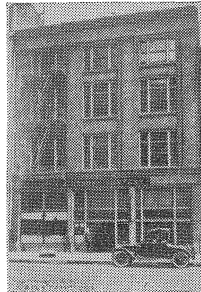


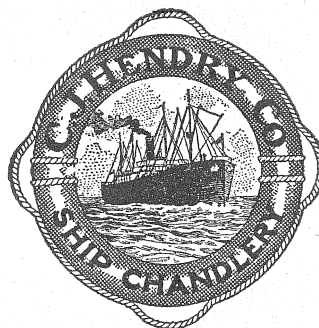
Photo shows the main San Pedro store, in large picture, the San Diego office, upper right, San Francisco office, and the Fish Harbor, Terminal Island, store of the C. J. Hendry Company.

When you are in the market for Fishing Supplies of any kind call on our nearest branch.

C. J. HENDRY CO.

27 Main Street
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930 State Street
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111-121 South Front Street
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RED, BROWN, GREEN,

PRODUCTS THE TRADE HAVE
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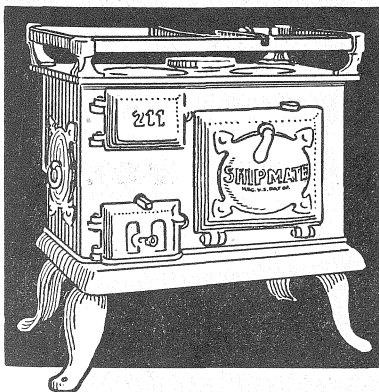
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STAMFORD FOUNDRY CO.
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Let the Sun Shine !
and the Wind Howl !
and the Rain come down in sheets
they will have no ill effect on decks fitted with

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Elastic Seam Composition No. 2 provides perfect, positive protection to the hull. Elastic flat yacht white; elastic gloss yacht white and trowel cement — complete season-long protection is assured.

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It is pliable and elastic under the most severe conditions. Even after your boat has been laid up all Winter, you will find her decks as good as new if Kuhls' has been used. In five colors, white, gray, black, yellow and mahogany.

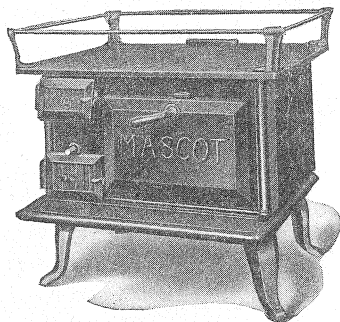
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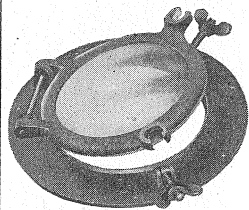
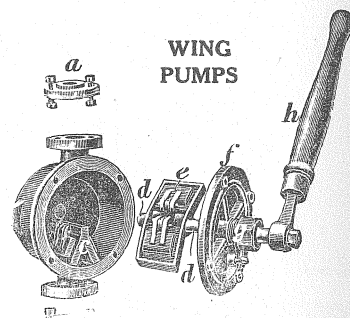


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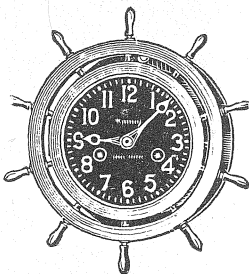
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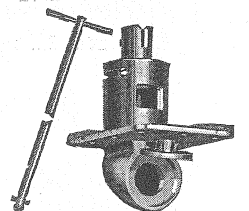


ST. CLAIR IRON WORKS

Automatic Boat Bailers

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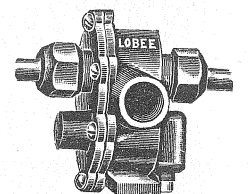
*LOBEE Brass Gear Pumps
LOBEE Brass Rotary Pumps*



Evans Manufacturing Co.
*Fishing Swivels, Rings—Spoons.
EMCO-SUPER DIAMOND*

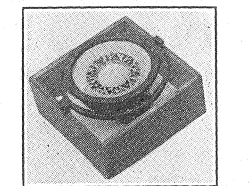
Geo. Kirby Jr. Paint Co.

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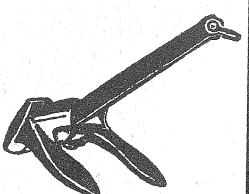


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PORTABLE LIGHT CO.

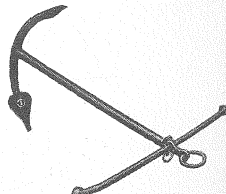
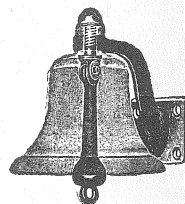
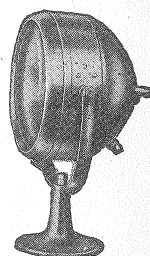
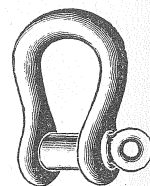
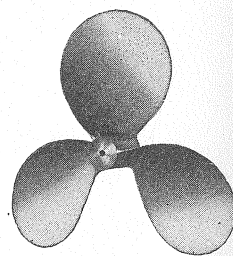
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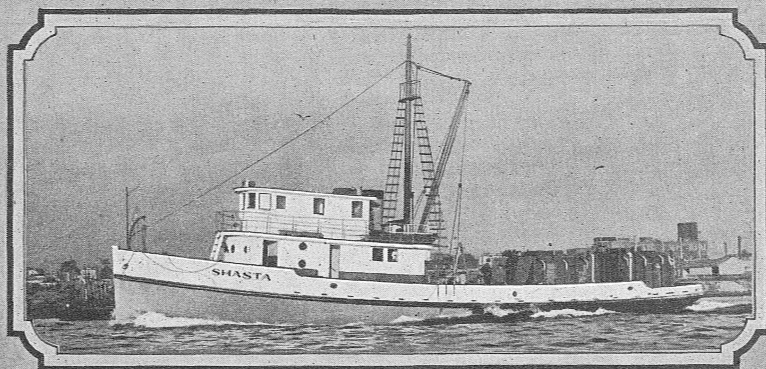
MASCOT Ship Ranges

STAR COMPASS CO.

Marine Spirit Compasses



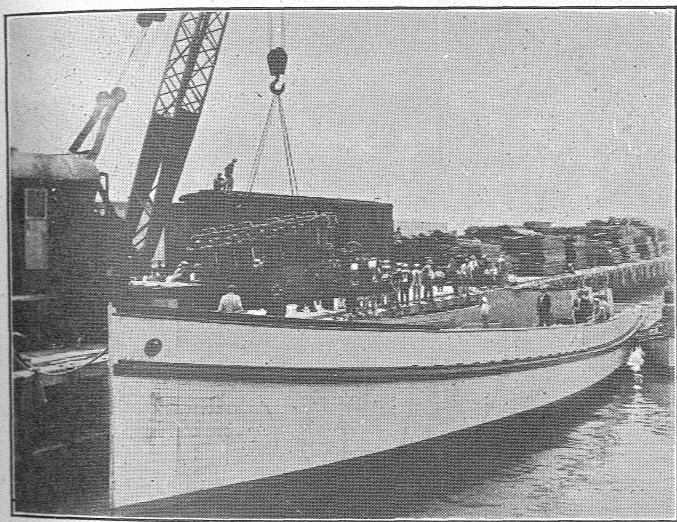
On the right we have Chas. A. Landers' big tuna clipper "Shasta," possibly the only fishing boat in Southern California to have a wireless. The picture is the reproduction of postcards made by Mr. Landers to be used by his wireless operator.



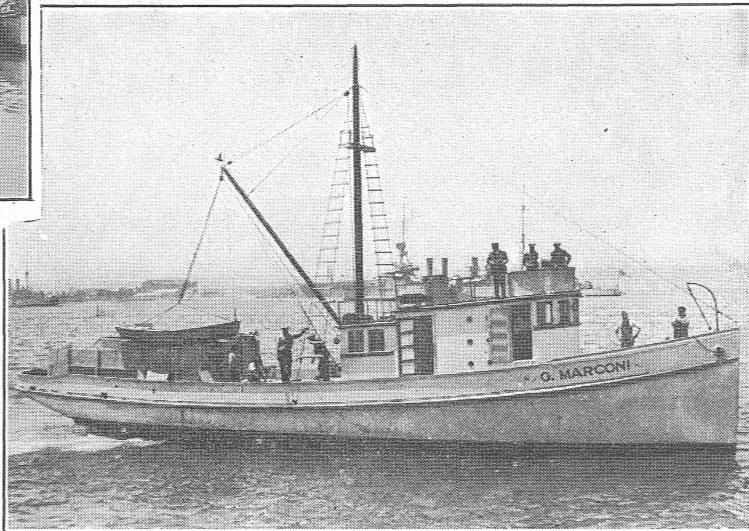
WMDJ
TUNA CLIPPER "SHASTA"

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TNX OM FER HANDLING OUR TRAFFIC
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Lowering a Union Diesel engine into a Tuna Clipper recently constructed at San Diego



The "G. Marconi" recently constructed by the Rask Shipbuilding Co., of San Diego

STUD OR OPEN LINK ANCHOR CHAIN

We can fit any Wildcat

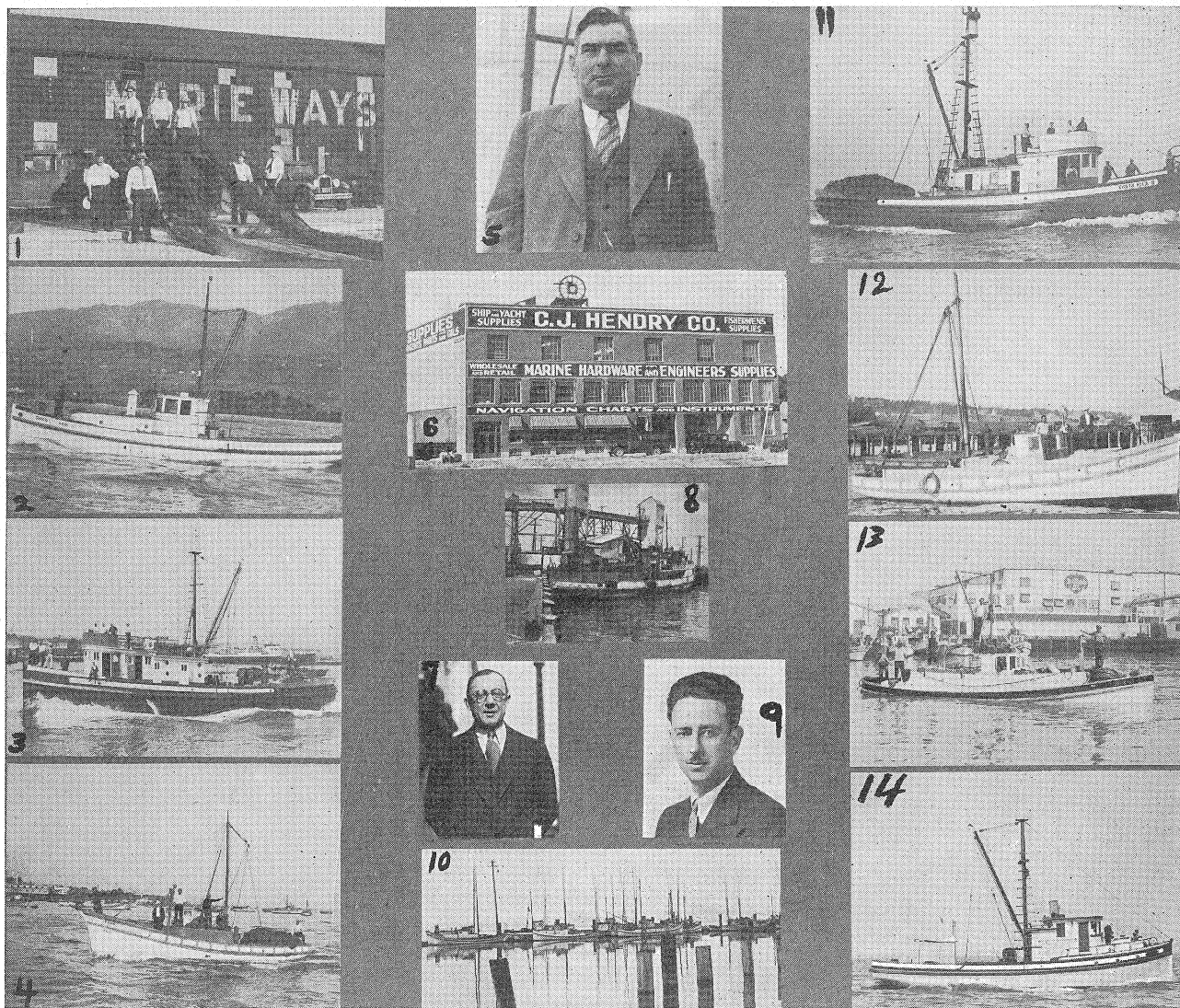
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Marine Selling Agents





1. Fishermen hauling their nets near the Al Larson boat yard at Terminal Island, Calif. 2. The S. Larco Fish Co. trawler "Chico L." 3. One of the new San Pedro seiners, "Venus." 4. A smaller type of fishing vessel, the "Jennie." 5. "Billy" Maggio, manager of the C. J. Hendry Company, the San Pedro office of which is shown below, and operator of the big live-bait boat "Hermosa," which is shown unloading at the Coast Fishing Company dock, Wilmington, Calif., in picture No. 8. 7. Sen. Victor J. Canepa, representative of the North Beach district, San Francisco, in the state senate, and long a champion of the commercial fisheries. 9. Jose Lorenzo Sepulveda, Mexican Fish and Game Commissioner. 10. A part of the fishing fleet at Eureka, Calif. 11. The "Costa Rica," Capt. Gargas, owner, San Pedro. 12. The "Saturnia." 13. The little lampara boat "Sirio," at San Pedro. 14. The "Bob and Jack," one of the smaller live-bait boats operating out of Southern Calif.

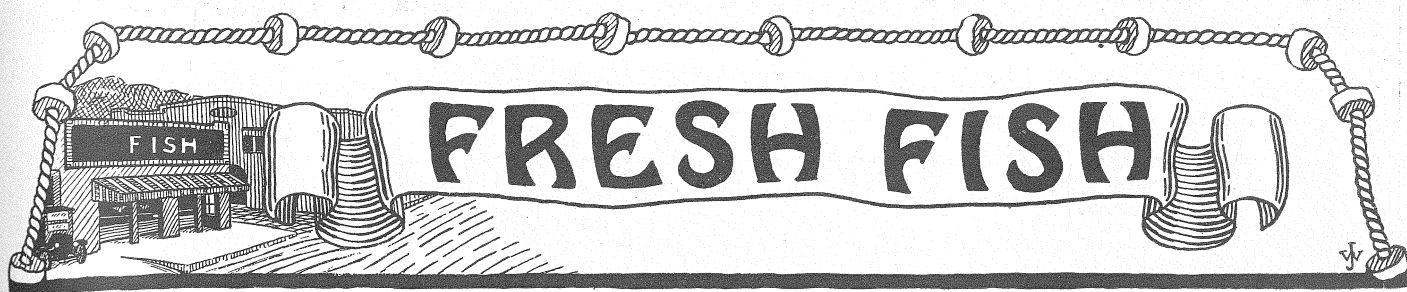


H. W. Trainor, manager of the Hercules Oil Co., San Diego is a friend and adviser of fishermen, coming in contact daily with many of them. He is one of the staunch supporters of the industry.

Glimpses of the Fisheries



E. J. Ghio, Secretary Treasurer of the American Fishermen's Protective Assn., San Diego, Calif., very active in fishing circles and one of the influential leaders among the fishermen of Southern California.



THE Nehalem River, one of Oregon's small coastal streams, is situated about fifty miles south of the Columbia River, famous for its salmon and in Tillamook County where the Tillamook cheese is made.

Early settlers came first about fifty years ago when the valley was inhabited by the moccasined Indian, who roamed the hills in search of the many wild berries that grew in the impenetrable masses of wild shrubbery and they followed the beaches for razor and butter clams, mussels and crabs and in the bay for clams that are known far and near for their delicious flavor, also salmon and other food fishes.

Salmon was very plentiful in the days of the hardy pioneer who fished each year for enough for his family needs. There was no market for salmon, however after a few years Mr. Lienenweber, Sr., father of one of the members of the Oregon State Fish Commission, established the first receiving stations for salmon on the Nehalem Bay, he having established previously a cannery on Tillamook Bay at a place known as Hobsonville. The fish were taken in a boat to the mouth of the river, there transferred to a wagon and taken down the hard beach at low tide, to Tillamook Bay, a distance of ten miles, put into another boat and taken to the cannery.

It has been said that five cents was paid for chums, twelve and one-half cents a piece for silvers and thirty-five for chinook. When the run was at its best, the fishermen were limited to fifty to the boat. Many times their boats were full with no place to sell them. At a later date when the gear was furnished by the fishermen the price advanced to fifteen for silvers and fifty for chinook.

The first cannery was established by Marshall Kinney who was also a pioneer packer on the Columbia, he having sold his interests there at a later date to the Columbia River Packers. West also established a cannery at upper Nehalem, where clams were canned. The Elmore cannery was established at Fischer's point, later being moved to a more advantageous point at upper Nehalem. This plant functioned until about 1920.

The "Harrison" and "Augusta" were the first boats known to have plied in and out of the Nehalem and that was around 1888 when the salmon was taken to some advantageous point for world shipping. The "Sue Elmore" came next. This being an isolated region, these boats also brought provisions to the settlers and as their trips were far apart, they were unusually welcome. The river was the main thoroughfare up to twenty years ago.

The skiffs used in pioneering have been replaced by power boats and each fisherman owns his gear. The pioneers had

Nehalem Bay

Inception of the Fishing Industry in Tillamook County, Ore.

an annual settlement of fish accounts. Now statements are mailed every two weeks.

In 1910, the tug "Vosburg" brought materials and eighteen workers to Wheeler where they commenced work on a new plant, a three-line cannery, as a branch of the Union Fishermen Cooperative Packing Co. of Astoria. Transportation had improved but little during the years, but at this time a railroad was being built and on November 24, 1911, the approach of the first train was announced by the blowing of the cannery whistles. Folks congregated at the cannery thinking it on fire, but their fear turned to joy as the first train roared into Wheeler.

Ice had to be shipped from Portland, but having been shipped in a box car, it was diminishing rapidly on its arrival. In 1912, it took two months for two tierces of salmon to be transported from Wheeler to Astoria by rail, a distance of around two hundred miles. The perplexing problems caused the erection of a very splendid cold storage plant.

The first year the Cooperative Packing Co. mild cured 150 tierces of salmon and during the years that followed as high as four hundred tierces. At the same time the Elmore was packing around 250 tierces. These two firms handled around 700 tons of silvers and chinook one year—now its different as the finny tribe is fast disappearing as the buffalo. This is attributed to several reasons: the hills being laid waste of the virgin stands of timber, American capital being converted into cash, the advance of civilization generally and to outside trollers who catch so many immature salmon. The "Co-op." canned as high as 11,000 cases

of salmon a year, the Elmore canning proportionately. It cost 19 cents a case to get the salmon out of the valley.

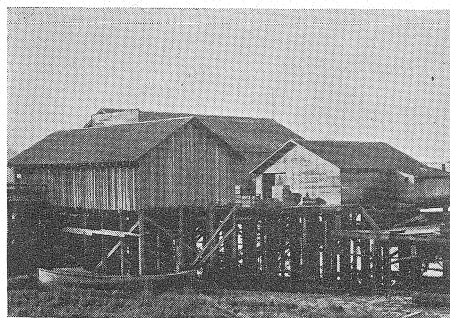
The "Co-op." also shipped car load lots of fresh salmon to Boston, one year shipping eleven or twelve cars. The fast decline in salmon has changed car shipments to box shipments. Fishermen then caught in excess of thirty tons, now they consider themselves lucky to total half that amount. The number of fishermen have increased but little but competition has increased many times. Oscar Laito had charge of the "Co-op." cannery the first year or so, then Edd Kelly for around ten years following. Mr. Kelly tells of many interesting experiences among them how he was given fifteen minutes to load ten tons of fresh fish, approximately 150 pounds to the box, on to the Daily Express. After mustering the cannery crew and every available fisherman in sight, they started at their task and succeeded in loading in twenty minutes, the Express Co. presenting later a bill for twenty-five dollars for the additional five minutes, which was said not to have been paid.

The big packs on the Columbia and Alaska during 1919 and 1920 forced the plant to discontinue. In 1921, it was sold to a group of enterprising citizens who visioned a greater Nehalem Valley and they were not only going to continue canning salmon but were to can clams, also loganberries which were to be furnished by the local ranchers. Many things were planned for as yet the Nehalem Valley has many undeveloped natural resources in truck gardening, small fruits and many other things. These men organized the Tillamook Consolidated Industries Corporation with Dr. Harvey Earle Rinehart as president, Coleman Wheeler, Jr., one of Oregon's leading lumbermen as vice president and J. F. Bradley as secretary and treasurer. While the tracts were being planted to loganberries and reaching maturity, they turned to shipping fresh fish. They had no competitors at first, but after a short while, Mr. Kelly started shipping fresh salmon, he previously having had successful experience with the "Co-op."

The Star Fish Company was soon afterwards formed with John Corpola and Nelo Rentila as partners, working hard and all the while building up a fine business.

The Tillamook Consolidated had operated nearly two seasons when the plant was destroyed by fire from an unknown origin. Not undaunted by the loss, the firm built a small receiving station on the remnants of the burnt dock and continued receiving fish without interruption until November of that year when H. W. Klein operated the receiving station on his own account. The following spring, he and Dave Harrison bought out the interests of the Tillamook Consolidated and

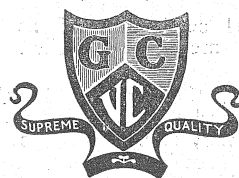
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Nehalem Bay Fish Company plant at Wheeler, Oregon

Van Camp Organizations

Producers and Distributors of
SEA FOODS



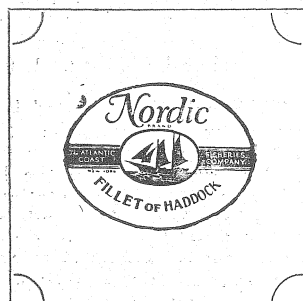
MAINTEINING in San Pedro a large well balanced organization for the handling of seafoods by box or carload. Our San Diego Plant is particularly adapted to Texas shipments of Fish and Lobsters and specialize in shipping fresh cooked Lobsters to all western trade.

Arizona, New Mexico, Utah, Colorado, Oregon, Washington and Northern California shipments expressed three times daily.

Complete delivery service by our fast trucks to all retailers and jobbers in Southern California.

Our large volume is your guarantee of satisfaction—Huge fast moving stocks of all seasonable varieties increases your selection. Insure your seafood profits now—Communicate with

VAN CAMP ORGANIZATIONS



PHONE: Los Angeles, DRexel 5100
 San Diego, Main 4490
 San Pedro, 2680

Wire San Pedro or San Diego
 Write San Pedro
 Cable "Gilvan" San Pedro



The Eureka Industry

Commercial Fishing in Humboldt County Shows Growth

By L. S. SMITH
(Secretary Eureka Chamber of Commerce)

From a meager beginning in 1923 to an industry in 1929 supporting approximately 125 fishing boats, signifies the growth of the Commercial Fishing Industry at Eureka, California, Humboldt county.

When the industry started several years ago, there was only one wholesale buyer in this city; but due to the success of this firm, other buyers established branches in this port during the succeeding years, until we now have five large wholesale buyers' branches.

Due to the combining of the San Francisco buyers during the past year, some of the branches have been temporarily closed and operations have been carried on from their largest branch.

One of the most outstanding events of the past year has been the establishing of a branch in our city by one of the largest fish packers and buyers from Oregon.

Salmon fishing is the largest factor in the local industry and in some of the past seasons a million and a half pounds of salmon have been received. During the past salmon season, the shortage of the Chinook salmon runs was quite noticeable. However, the large runs of silver salmon were quite surprising and very hard to explain by the local fishermen as they state that some of the largest silver salmon they have ever seen were brought in by the trollers.

The next species of fish that is attracting outside fishermen is our halibut fishing. About 600,000 pounds of this fish was received during 1929, and as these fishermen are out to sea only a day or two, the quality of this fish cannot be surpassed by any other fishing port.

Large quantities of black cod or Sable fish are also received at this port. The total poundage on this fish will also reach into the hundreds of thousands. The largest percentage of this fish is frozen by the local Ice & Cold Storage Plant, which has ample facilities to handle the catches.

During the winter and spring months large quantities of herring are brought in and placed in cold storage to be used at a future date for bait in the deep sea fishing for halibut and codfish.

Ling cod, red snappers, and red cod are also brought in in large quantities. A large tonnage of smelt, perch and flounders are also disposed of through the local buyers.

During the past season a large quantity of bottom fish such as sandabs, sole and flounders have been received, and a large proportion of this fish has been filleted.

The deep sea fishing for halibut and cod fishing as well as the drag fishing for bottom fish has, in a large way, been beneficial to the fishermen, as it has prolonged their active fishing season.

Due to the increase in the poundage of fish caught, as well as the number of our local residents depending upon this industry, we are firmly convinced that it is one of the largest local industries. We feel certain that the fishing industry emanating from Eureka will be very well known along the Pacific Coast, and that within a very short time it will be one of the largest fishing ports in California.



The plant of the Star Fish Company at Wheeler, Oregon

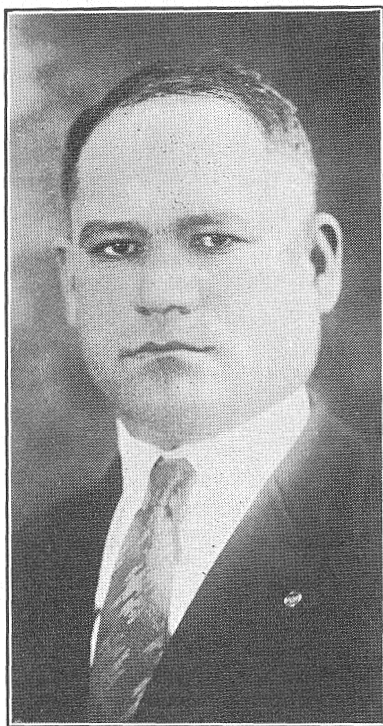
Star Fish Company

Nelo A. Rentila, Proprietor of Wheeler, Ore., Co.

Nelo A. Rentila is sole owner of the Star Fish Company, which was established at Wheeler, Ore., in 1921. The company, a large shipper of steelheads, silvers, chum, chinooks, etc., operates two receiving stations, at Wheeler, Ore., on the Nehalem, and at Bay City, Ore., on the Tillamook.

The company operates fishing boats and handles all kinds of gear for the fishermen, finances them, and generally superintends operations during the season, operating tender boats which pick up the fish from the fishermen. Sixty-five fishermen fish for Mr. Rentila during the season, which extends from August 1 to March 1.

Mr. Rentila is a native of Oregon, having been raised at Astoria, is 31 years of age, and has been in the fish business all of his life. He is one of the younger school of men connected with the indus-



JOHN IVANICH
Proprietor of the Standard Fisheries Co.,
San Pedro, Calif.

try who has plunged into the business with his eyes open, his feet on the ground and his sleeves rolled up, and is making a success of the venture.

Koulouris & Co.

A. K. Koulouris a Veteran Wholesaler and Broker

A. K. Koulouris, owner and manager of Koulouris & Company, has been connected with the fish business for 35 years. He spent 25 years in the wholesale fish game and for the past ten years has been in the fish brokerage business. The firm has been located in the present offices at 604 East Fourth Street for that length of time.

The company is broker for all varieties of fresh, frozen and smoked sea food products, such as salmon, halibut, finnan haddie, oysters, clams, lobsters, fillets, etc., and specializes in carload lots of oysters, frozen salmon and halibut. The company does a large business all over the country. Mr. Koulouris was the first sea food broker in the City of Los Angeles, he declares.

He states that his company has enjoyed a prosperous business during the past year, and anticipates very good conditions for the coming year. Mr. Koulouris is one of the large distributors of Eastern oysters.

A Family Business

Two Brothers and Six Sons Operate
P. Busalacchi & Bros.

One of the unique organizations engaged in the fresh fish business in California is that of P. Busalacchi & Bros., of Stockton. The firm is composed of Peter and Joseph Busalacchi, and associated with them are their six sons. Drop into their place of business some Thursday afternoon and you will see these eight men working together harmoniously in preparation for Friday's heavy business. They handle all the operations of the business, no outside help being employed.

Peter and Joseph Busalacchi received their early training in fishing on the blue waters of the Mediterranean sea. Coming to California, they located at Pittsburg, and for several years were engaged in fishing on the Sacramento river. Later they were engaged in the fresh fish business in San Francisco. Following the earthquake and fire, they gave up their San Francisco business and again became active on the river, and in 1916 established their present business in Stockton.

Philip C. Busalacchi is manager of the business, and under his efficient direction it is making steady progress. The wholesale department ships shad, catfish and striped bass. The retail department, located in the same building, handles all kinds of fresh fish and shellfish and enjoys an enviable reputation among Stockton consumers. Four trucks are operated in the delivery department, and two launches are operated on the river. Shipments are made as far north as Seattle and south as far as San Diego.

HENRY DOWDEN

BRYCE FLORENCE

Henry DOWDEN Co.

MARINE PRODUCTS

Representing the Leading
West Coast Fresh Fish Shippers



598 Clay Street
SAN FRANCISCO

Van Camp Organizations

**Big Producers Complete Successful
Year of Operation**

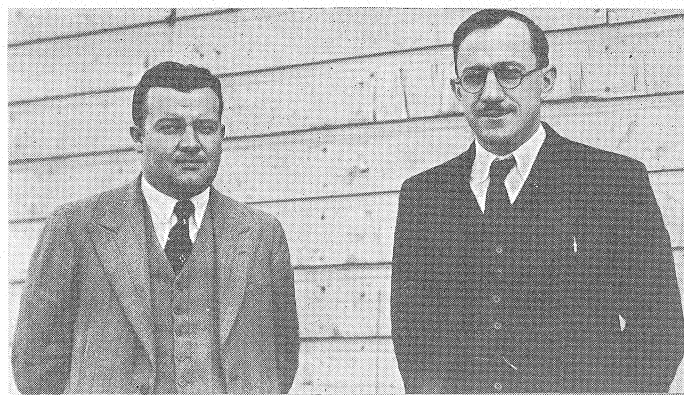
The Van Camp Organization, outstanding Southern California fresh and frozen fish producers and distributors completed a very successful year with the close of 1929, according to C. M. Small, manager.

As one of the largest producers in Southern California, maintaining plants at San Pedro, the headquarters, and San Diego, the Van Camp Organization were prominently to the fore in all progressive steps taken by the trade during the year.

One of the principal events of the year was the introduction, or rather, general acceptance of the fillet as the distributing medium of the future, Mr. Small declares. The Van Camp Organization last spring became the Southern California distributors of the Nordic fillet of haddock, precipitating a general trend toward the fillet.

Gilbert C. Van Camp, president of Van Camp Organization, has been identified with the fishing industry of Southern California for the past fifteen years, and with the fresh fish division for six or seven years.

Under the management of C. M. Small, the Van Camp Organization have advanced steadily for the past year. Many improvements have been made in the plant and equipment during the past year, and the concern is generally recognized as one of the leaders in fish distribution in Southern California. A. J. Musante is secretary-treasurer.



C. M. Small, manager of the Van Camp Organization, and A. J. Musante, secretary-treasurer of the Van Camp Organization, left to right at top; below, the San Pedro plant of the Organization, with a few of the delivery trucks in front.

Modern Cold Storage

**Facilities in the Market Centers
of the World Needed**

Vice-President in Charge of Cold Storage
Operations, Calif. Consumers Co.

Up-to-the-minute cold storage facilities in the market centers of the world is the crying need of the hour. Producers, dealers and distributors of perishables in the territory tributary to Los Angeles are to be congratulated in having at their service a concern of sufficient capacity and breadth of operation to take care of their every need.

The Los Angeles Ice & Cold Storage Company has been in existence and has been handling perishables for more than thirty-three years through its two modern up-to-date plants with total capacity of 2,500,000 cubic feet of space.

The Merchants Ice & Cold Storage Company has been in existence eighteen years operating a modern up-to-date plant with total capacity of 500,000 cubic feet of space.

Eighteen months ago these plants were purchased by California Consumers Company, who are now operating these properties in addition to modern cold storage plants situated in Pasadena, Pomona and San Bernardino. All these plants are operated by experienced warehousemen trained in their various capacities to render the highest type of cold storage service. The plants are equipped for the proper handling of perishable products of all kinds.

The Seventh Street plant of the Los Angeles Ice & Cold Storage Company has a total capacity of 1,500,000 cubic feet of space and is especially designed for the handling of fruits and vegetables, the storing and freezing of fish. Our fish storage capacities are equipped with every modern appliance for handling this commodity. We operate sharp freezer rang-

ing at temperature of 5° below and medium freezer at temperature of 8° to 10° above zero, also chill room at 24° to 26°. In fact, this is the only plant situated in the downtown district of Los Angeles equipped for the efficient handling of fish.

Our fruit and vegetable storage rooms at the Seventh Street plant are cooled by air circulation, which assures not only uniform temperature at all times, but uniform humidity. Special racks are built for the storage of onions. In fact, every modern facility is at hand for rendering the highest type of cold storage service.

The Fourth Street plant of the Los Angeles Ice & Cold Storage Company has total capacity of 1,000,000 cubic feet of space. This plant is especially constructed for the storage and carrying of dairy products such as butter, eggs, cheese and poultry, as well as deciduous fruits. Excellent freezer capacities are installed at this plant which enables prompt and efficient handling of poultry and meat products. We operate sharp freezers ranging at 15° below zero to carrying temperature of 15° above zero.

The Merchants Ice & Cold Storage Company's plant is situated at Palmetto and Seaton Streets, directly in the center of the wholesale district, with total capacity of 500,000 cubic feet of space. This plant is equipped for the storing and handling of fruits and dairy products.

The Pasadena plant is operated as the Pasadena Ice Company. This plant has special rooms equipped for the storage of furs, rugs and tapestries, carried at low temperature and refrigerated by circulation of cold, dry air, which assures absolute protection against moths and dust. This plant is also equipped for the storage of eggs, poultry and fruits, and has a total capacity of 250,000 cubic feet of space.

The Pomona plant operated as the Pomona Valley Ice Company, has a total

of 150,000 cubic feet of space and is especially equipped for storing and handling of citrus and deciduous fruits.

The plant of the Southern California Ice Company, which is operated in connection with the rest of the properties, has a total capacity of 250,000 cubic feet of space, and is equipped for the handling of dairy products, fruits and vegetables.

All these plants have ample trackage facilities, which assures prompt loading and unloading of cars.

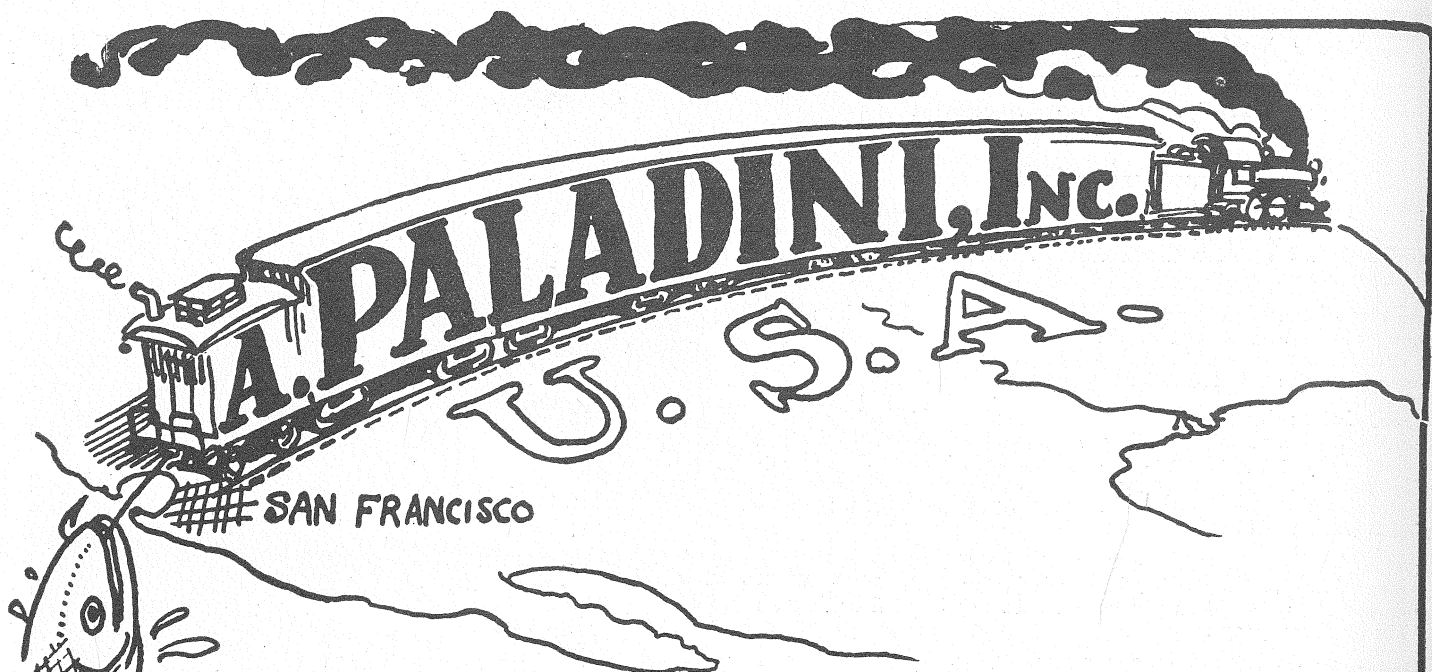
The head offices of the Cold Storage Division is located at 715 East Fourth Street, Los Angeles, Calif., the operation of all plants being in charge of Mr. Guy S. Lamoreaux, a man who is scientifically posted on the subject of refrigeration and one who keeps pace with the progress of events relating to this line of business. Mr. Lamoreaux extends a very cordial invitation to producers, dealers and distributors to call when visiting the city and to inspect the Los Angeles plants.

B. C. SALMON PACK

The British Columbia salmon pack on November 9 totalled 1,389,476 cases consisting of 275,751 cases of sockeye, 476,217 cases of pinks, 422,317 cases chums, 172,230 cases of cohoes, 24,080 cases of blue backs, 18,120 cases of springs.

Last year the total pack was 2,035,629 cases. The bulk of the increase last year was in pinks and chums. The sockeye pack this year is approximately 72,000 cases ahead of last year.

Bay State Fishing Company, Boston, has added two diesel engined trawlers to their fleet which now numbers 20 trawlers. The new boats named "Ebb" and "Flow" are 132 ft. long by 24 ft. beam and they are powered with Winton Diesels of 500 h.p.



NATION WIDE

PACKERS AND

DISTRIBUTORS

OF

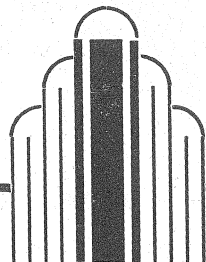
**ALL VARIETIES FRESH
FROZEN AND SALTED
FISH**

BRANCHES:

SAN FRANCISCO
OAKLAND
MONTEREY
PITTSBURG
FORT BRAGG
EUREKA
POINT REYES
SANTA CRUZ
All in California

Main Office:

**542 CLAY STREET
SAN FRANCISCO,**



L. A. Fish & Oyster

Sea Maid Fillets Introduced to Trade During Year

A successful year in which was introduced to the trade the Sea Maid fillets of haddock has just come to a close for the Los Angeles Fish & Oyster Company, according to Jack Deluca, partner in the firm, and manager of the Los Angeles office at 739 Kohler street. The Sea Maid fillet of haddock is a brand put out exclusively by the Los Angeles firm.

Joe Giosue Di Massa, partner, is manager of the San Pedro plant of the Los Angeles Fish & Oyster Company. Associated with Mr. Deluca at the Los Angeles office are: S. M. Cohn, formerly manager of the F. E. Booth Co., Los Angeles branch; William J. Carlisle, auditor and credit manager, and others.

The growth of the company within the



The Central Fish Co. Plant on the Municipal Fish Wharf, San Pedro, Calif.



Jack Deluca, partner in the Los Angeles Fish & Oyster Co.

past two years has been so great that it has had to increase its equipment, cold storage capacity, etc., from time to time, to take care of the increased volume of business.

IODINE FATTENED OYSTERS

The latest tonic recommended by the French Academy of Medicine consists of oysters nurtured and fattened on iodine, according to press reports from Paris. Professor Lobatie, after an exhaustive study of the oyster, asserts that six iodine-fed bivacles a day eaten over a period of fifteen days will improve the health of a sick person. Since oysters are known to contain a small quantity of iodine, the professor worked on the assumption that they could be made more potent by a steady diet of the chemical.

A refrigerated trawler has just been launched at Kiel, Germany. She is fitted with the Ottesen process. Fish takes will be dressed and brine-frozen. For the fishing of distant fishing banks it is felt that this type of vessel will prove a success. This is the first German vessel thus fitted.

CONSTRUCTION RAPID

Construction of the 'White Star,' a 105-foot combination boat for K. Cesareo, is now well under way at the Harbor Boat Building Company, Terminal Island. Manager John Rados having announced that the planking was started about Christmas. The boat will be powered with a 250-h.p. Atlas Imperial Diesel engine, a 45-h.p. Atlas Imperial auxiliary, and electric winches and other equipment throughout. She will carry 15,000 gallons of fuel oil.

The Harbor Boat Building Company also has on order a new 115-foot live-bait boat to be built soon, although the exact line-up of partners to own the craft had not yet been determined late in December. She will have the new raised deck.

TO BUILD NEW BOAT

The San Pedro Boat Building Company of Terminal Island announces an order by J. Shioji for a new 105-foot live-bait boat to fish for the Van Camp Sea Food Company, Inc. The craft will have a 26-foot beam and a 12-foot depth. She will be powered by a 350-h.p. Atlas Imperial Diesel engine, will be equipped with an ice machine and will reach completion about June 1.

The yard is now building for Andrew Zamberlin a 102-foot tuna boat, which will be launched early in January, according to Manager Anton Brajevich. Her power will be supplied by a 375-h.p. Western Enterprise Diesel engine and refrigeration by a five-ton Lipman unit.



The L. A. Plant of the Los Angeles Fish & Oyster Co.

Wholesale

San Francisco International FISH CO.

FISH IS FISH

But



Price-Quality-Service
Mean Everything

FISH FROM THE PACIFIC

We cannot offer any strange or mysterious varieties of fish. Fish is Fish. BUT, if you wish fish that is just a little fresher, if you want service that is just a little more courteous and satisfactory, if you want a price that is just a little lower, call on us. We have the equipment and facilities.

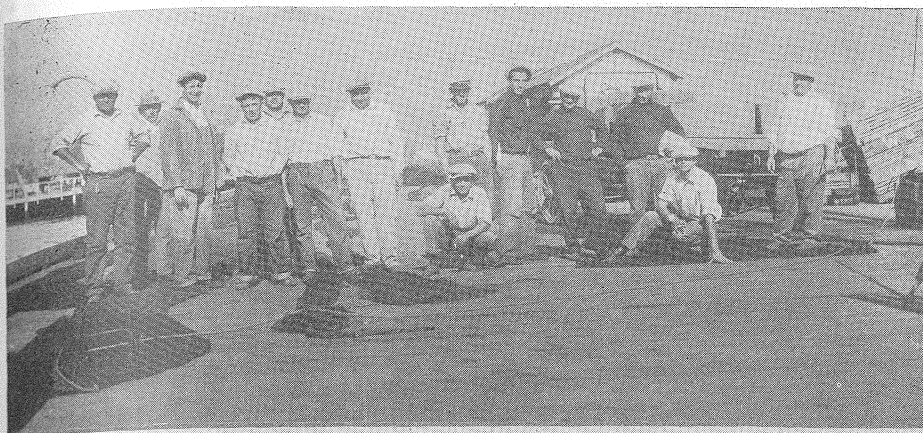
535 Washington St., P. O. Box 2143, San Francisco, California

BRANCHES:

SANTA CRUZ
MONTEREY

EUREKA
SHELTER COVE
FT. BRAGG

MARTINEZ
PITTSBURG



Fishermen on the S. Larco Fish Company dock at Santa Barbara, Calif, above, with Lee Davis, marine superintendent, third from the left; below, the office of the company, with Ulpiano and Chico Larco standing in front of the door

1870 to 1929

**S. Larco Fish Co. Established
Nearly 60 Years Ago**

The S. Larco Fish Company is one of the pioneer fish producers of the West Coast, having been established in 1870 by S. Larco, the father of Frank Larco and Ulpiano Larco, present operators of the business. The business has been under the continuous management of the Larco family since it was founded. The S. Larco Fish Company has done business at the same site for scores of years: 214 State Street, Santa Barbara.

Its own modern fleet of trawlers, the largest on the West Coast, is operated by the company. Lee Davis, the marine superintendent, has been with the Larcos for years and is a man well versed in the fish game as well as being an expert Diesel engine man.

The company ships all kinds of West Coast fish, especially live and cooked lobsters, rock cod, mackerel, halibut and soles and fillets.

Six of the most recently built trawlers belong to the company, which recently launched two new craft of the type, the "Chico L." and the "Ulpiano L." The other four are the "Californ'a," "Novaroma," "Maria L." and "El Capitan," all powered with Atlas Imperial Diesel engines. The company also has six large gas boats for line fishing and tender work.

At Santa Cruz Island the company maintains its own lobster camp and has exclusive lobster fishing concessions. The Larcos also own and operate their own freezing and storage plant and ship their products all over the West. Production of fish by the company amounts to about 500,000 pounds per month.

The Larcos are quite optimistic over the future of the fish business and declare it their opinion that the fillet is fast assuming an important place in the trade.

J. E. Gaskill, one of the leading fish manufacturers of Grand Manan Island, had the distinction of being first to make a shipment of pickled hake from the island this year.

First Oregon Broker

**Prominent Portland Man Began
Peddling Salmon**

J. H. Reeves, prominent Portland, Ore., fish broker, began his career peddling salmon, he discloses. He then became the first licensed fish broker in the state of Oregon. Mr. Reeves' experience began in the fall of 1914. He had been working for a commission firm which suspended business. It was just before the world war, business was slow, there was little work for anyone, and things were pretty difficult for a person out of work.

Mr. Reeves, with the originality and ingenuity which has marked the latter part of his career in the fish business, began to get kippered salmon and peddle it from store to store, which humble business developed into the fresh fish brokerage business of today. The broker declares that some of his connections he has had continuously since embarking on the fish brokerage business.

He declares that he has seen good years and poor ones, but the banner year was 1924 when he started from Oregon for points East 57 part car lots, a major portion of them being full cars, and the

balance going into Seattle for final loading. The car and part car business now is a very small item, as conditions have changed, as they have a tendency to do in the fish business. Good roads with trucks running everywhere have made new markets. In addition, a new feature of the salmon business—started along the Oregon coast in 1924—that has completely changed the marketing of Oregon salmon, is the mildcuring of salmon. This has cut down the quantity of fresh salmon for market use, in fact it has cut it down to where the fresh fish markets can only secure the culls after the good fish have all been used in the mild cure plants, Mr. Reeves asserts.

From all coast reports, the dealers on the Oregon Coast have had a good sea-troll fishing being good over a long period, according to Mr. Reeves. The river run of fall silvers has been the lightest in the experience of the broker, but there had been no rain and the rivers were thus not attracting the fish, as there was an insufficient amount of water to take the fish to their natural spawning grounds.

Mr. Reeves anticipated that the winter run of steelhead salmon would be short, with higher prices than normal for what could be obtained, as several of the coast streams were closed to commercial fishing for steelhead salmon.



A. Trapani, owner of the Union Fish Co. and Stellar Fish Co., San Diego, has been in business in that city for 22 years. He is one of the most prominent men in California fresh fish production.



The three associates of Fletcher, Wiest & Co. Left to right: Barr Wiest, G. L. Duckworth and A. R. Fletcher.

Why a Broker?

**Fletcher, Wiest & Co. Executive
Discussed Profession**

By A. R. FLETCHER

There appears to be a more or less prevalent idea held by some in the fish trade that the broker is an unnecessary evil and a kind of parasite whose toll adds to the cost of distribution. In fact, a few years ago this idea was common in the food trade generally, in which has occurred the greatest development of brokerage service in the distribution of merchandise. Incidentally, it might be noted that the cost of distribution is lowest in those lines in which brokerage representation is most efficient. Back in war times when the United States Food Ad-

ministration took over the regulation of the food industries of the country, it was discovered that the merchandise broker was performing a very necessary service at an insignificant cost and was therefore licensed and recognized as an efficient agency in the economic distribution of the food of the nation.

The food brokerage system has evolved of necessity, through long years of struggle and evolution until today it represents for both seller and buyers in the industry, something unique, resultful, efficient; an agency which performs continuously, but is paid only for actual results secured. For the manufacturer or producer, it offers in effect, a branch office in every wholesale market in the country. The results he obtains from each of his brokers will be greater in most cases than he can obtain from a salaried representative

and his only cost is a small commission on his actual sales. For this relatively small fee his broker keeps his offerings before the interested buyer, keeps him informed of the state of the market and what his competitors and customers are doing, and is on the ground to act quickly and intelligently when something goes wrong. Because of the dual nature of the service he renders the broker frequently has to act in the capacity of an arbiter, for, while he is the agent of the seller and is paid by him, he also represents his buyer in the transaction with the seller. The broker therefore must be fair, and command the respect of both buyer and seller in order to function efficiently and in the final analysis it is only by fair dealing by both seller and buyer that satisfactory relations can be maintained.

While in some instances, the large producer can maintain branch offices it is impossible for the small producer to do so, and the fact that most of the largest and most successful concerns in the food industry use brokerage service is indicative of its value. Any producer who uses the same care in selecting his broker he would in hiring his salaried sales representatives, and then co-operates as closely with his brokers as he would with his salaried representatives can conduct his business at the lowest sales cost of any system yet evolved.

From the standpoint of the buyer brokerage service is fully as important as for the seller. Any system that is efficient and keeps the cost of distribution at the lowest point is in the interest of the buyer as well as the public at large. Business economics have proven that there shall be sales intermediaries between the producer and the wholesale distributor of food products. Experience brought the food brok-

SEAMAID FILLETS

**SEAMAID
FILLETS**



"A Treat to Eat--With the Freshness of the Sea"

FRESH FISH

SALT FISH

SMOKED FISH

SHELL FISH

RED CROSS BRAND--New York Count Oysters

We operate a fleet of new fast delivery trucks—your orders delivered on time and in first class condition. Standing orders filled promptly as well as Special Orders.

*To Our Friends and Customers Everywhere
we wish a
Happy, Prosperous New Year*

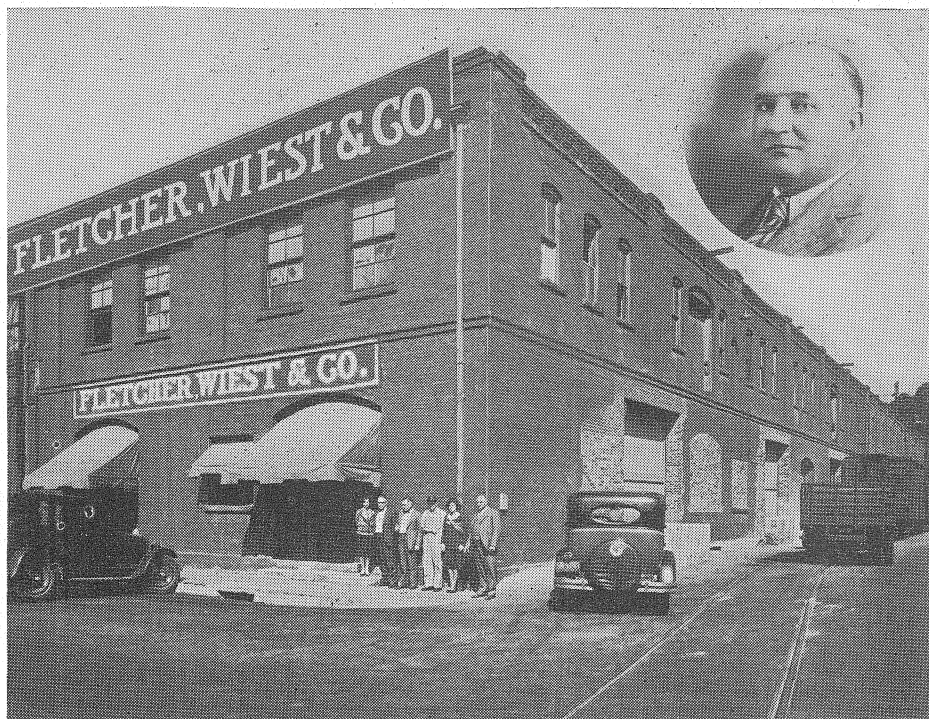
Los Angeles Fish and Oyster Company
PRODUCERS AND DISTRIBUTORS

SUPER-QUALITY SEAFOOD

LOS ANGELES, CALIF.
739 KOHLER ST.
VAndike 2084

SAN PEDRO, CALIF.
MUNICIPAL FISH WHARF
Phone San Pedro 520

er into existence because he was found to be the most economical intermediary. He has been identified with the grocery industry since trading in foods began. He has withstood the change in industry, having proven his place as a necessary part of the machinery of distribution. Experience is proving that his function must be performed, and that no other agency can perform this function so efficiently, nor at such low cost. The food broker, to exist, must serve because he has compensation only when, and if, the service has been performed. Brokerage, which is the broker's compensation, is a commission method of paying for business secured through sales service and is an element of cost, not of price, and should be regarded the same as other necessary elements in the cost of production and distribution. Most buyers realize that the postings and market information they secure from the broker as a part of the service are important and helpful to them, but some buyers seem to think that they should be entitled to the brokerage when they buy direct from the producer, and practically all of the evils of the system are the result of pressure from buyers to secure a diversion of all or part of this brokerage. This evil had grown to such an extent that it was condemned in the Grocery Trade Practice Conference, held under the auspices of the Federal Trade Commission, Rule 1, Group 1, declares that terms of sale shall be open and strictly adhered to, and that secret rebates, secret concessions, secret allowances of any kind, and price discrimination which is uneconomic or unjustly discriminating, are unfair methods of business, that is unfair competition. Rule 18 in Group 11 declares that the diversion of brokerage resulting in uneconom-



The warehouse and general offices of Fletcher, Wiest & Co., located 460 Seaton St., Los Angeles.

ic or unjust price discrimination is an unfair method of business, that is unfair competition. Therefore, when "brokerage" is paid to the buyer in any manner, a condition of most unfair competition is set up. There has been most unjust discrimination against other customers of the

seller who make their purchases at the solicitation of the food broker who is the seller's sales agent, and customers whose self respect and sense of fair play and common decency would forbid them endeavoring to gain this secret advantage over their competitors.

The Western California Fish Company

General Offices 556-566 CLAY STREET, San Francisco

Producers of

CAL-PAC
BRAND

WEST-CAL
BRAND

Fresh, Frozen, Salt, Smoked, Canned

FISH

We Operate Our Own
Trawlers

BRANCHES: Santa Cruz,
Eureka, Oakland, Pittsburg,
Del Monte Fishing &
Packing Co., Monterey

90 Yrs. With Oysters

**Elsworth Family Linked with Business
for Nearly a Century**

By FRANK HOPKINS ELSWORTH*

For more than ninety years the name of Elsworth has been an outstanding one among those familiar with oysters, as producers and shippers. It was just ninety-one years ago that Captain William B. Elsworth of New Jersey started in the oyster business. He was a far-seeing man and recognized that with the growth of the country and improvements in sea transportation, the fish and oyster business would suffer because of foreign substances in the waters. He realized the natural growth oysters would in time be eliminated and that sea food would have to be cultivated just as carefully as the farmer cultivated his acres on the upland. That was the beginning of oyster cultivation, and results have proven how wise Captain William B. Elsworth was, for many of the beds in the East, in New Jersey waters and in Chesapeake bay, have been depleted of stock because of over-working with no attempts made to replenish the supply.

That the J. & J. W. Elsworth Co. are in a position to furnish oysters, while so many other producers have been unable to do so, is due to the fact that the Elsworths have always arranged to carry a supply for the succeeding four or five years, and the company has been following that course since its organization, and has kept the name "Red Cross Brand" always before the public—especially on

the West Coast. For more than fifty years the Pacific Coast oyster eaters have been indebted mainly to the J. & J. W. Elsworth Co. of New York for Eastern stock. The pioneer in shipping to the West was the J. & J. W. Elsworth Co., and the original consignees were the Morgan Oyster Company of San Francisco, which has since gone out of business. It was many years ago that John Morgan of Staten Island decided to go to the West Coast during the gold rush of '49. He had been engaged in the oyster business in the East, but felt that there was more money to be made in mining. While crossing the continent he fell in with the Crellins, John and Thomas, and while the Crellins knew nothing of oysters, it was finally decided between Morgan and themselves that the three would engage in the oyster business. This was the beginning of the Morgan Oyster Company. At the beginning the stock was received principally from the North, Puget Sound, but as there was an increasing demand, the owners of the Morgan Oyster Company decided that they would have to find other sources of supply. John Morgan made the trip East and talked with many producers there, none of whom were willing to take chances in shipping three thousand miles to the Pacific Coast. It required a small fortune to pay express charges on a barrel of oysters, hence the wariness of shippers. It was not so with Captain "Joe" Elsworth, then the head of the J. & J. W. Elsworth Co. "Captain Joe" was the son of Captain William B. Elsworth, and was internationally known because of his being the sailing master of some of the Yankee yachts entered in the International Yacht Races for the America Cup.

"Captain Joe" was willing to take a chance, and the first shipment was made. Eastern oysters were so popular from the time of the first appearance on the Pacific Coast that shipments were made regularly and greatly increasing in size, until one single order consisted of 100,000 barrels of seed oysters.

It was just about this time that the J. & J. W. Elsworth Co. decided that, due to the popularity of the stock they were shipping to the West Coast, it was desirable that it be known by some more appropriate designation than merely Eastern oysters, and the title "Red Cross Brand" was selected and copyrighted, and from that time on, Red Cross Brand oysters have been known and recognized on the West Coast as being the most desirable in the way of oysters. During the

last four or five years the value of oysters, and particularly "Red Cross Brand," has been emphasized on the Pacific Coast through extensive advertising, by radio, circular letter and newspaper copy, this work being done under the supervision of M. N. Blumenthal of Los Angeles, the efficient representative on the West Coast of the J. & J. W. Elsworth Company.

Shipping oysters by express or by freight being a very expensive proposition, the J. & J. W. Elsworth Company, as extensive shippers, were continually on the lookout for some other cheaper method of transportation, and decided a few years ago to make the experiment of shipping shell oysters to San Francisco, via the Panama Canal. Elsworth oysters were the first oysters to go through the international waterway. Steamship companies operating through the Canal had plenty of freight from the West to the East, but there was a dearth of stock from the East for the West, that is, as far as the refrigerator space was concerned, so excellent rates were available, and this fact has enabled oyster buyers to handle their stock at reasonable rates. The oysters are packed in sacks, stored in the refrigerator, and kept at a temperature of about forty degrees during the trip. This means that when the oysters reach their destination and are placed overboard in the Pacific, they are in just as good shape as when they were taken from their beds on the Atlantic. In their new waters, the oysters grow and mature, but do not propagate, hence the continual demand for Eastern shell oysters for shipment to the Pacific.

The great popularity of Elsworth's oysters can be laid to one thing—that the oysters are shipped just as they come from the water. They are not bloated, floated or soaked to give them a large size and unnatural color, which at the same time deprives them of the excellent flavor.

*Grandson of the founder of the company, son of Capt. Joe Elsworth, and now the active head of the organization.

Los Angeles Smoking & Curing Co.

Wholesalers of

Imported and Domestic
Smoked, Cured, Salted
and Canned Fish

Shippers Quote Us On

White Fish, Bloaters, Haddies,
Fillets, Mild Cured Salmon
Kippered Cod, Kippered Salmon,
Etc.

Phone VAndike 8437
778 Kohler St. Los Angeles

Phone Thornwall 2385

Prompt and Efficient Service

W. A. BURKE

Representing

SHIPPERS OF FRESH, FROZEN FISH,
LOBSTERS AND CRABS

Wishing you a Happy New Year

6423 1/2 So. Hoover Street
Los Angeles, California

**DRIED ABALONE
CANNED ABALONE
CANNED CRABMEAT**

**FROZEN SCALLOPS
FROZEN HALIBUT
FROZEN ALBACORE**

**FRESH LOBSTERS
FRESH SHRIMP
TUNA—MACKEREL**

International Marine Products Co., Inc.

149 CALIFORNIA ST. SAN FRANCISCO, CALIF.

611 Commercial Exchange Bldg.,
LOS ANGELES, CALIFORNIA

Katakura Bldg.
TOKIO, JAPAN

FRANK H. ELSWORTH, President

Established 1839

HENRY C. ELSWORTH, Vice-Pres.

Greetings of the Season

J. & J. W. Elsworth Company

PRODUCERS AND DISTRIBUTORS

DEEP SEA SALT WATER OYSTERS

Grown off Montauk

Long Island



GARDINERS

ISLAND

OYSTERS



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All Communications to

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Telephones:

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WISHING MY MANY FRIENDS
throughout the United States and Canada a prosperous and
HAPPY NEW YEAR

M. N. Blumenthal

WHOLESALE FISH BROKER

FRESH—FROZEN—SALTED

SHRIMPS, CRABS, OYSTERS

405 Stanford Avenue

LOS ANGELES, CALIFORNIA

Higashi Fish Co.

Old Firm Re-established During Present Year

The Higashi Fish Company of Monterey, Calif., was re-established during the past year, after its proprietor, U. Higashi, had been over ten years with another company. In 1912 he first began business in wholesaling fish of all kinds and in 1919 incorporated with two other companies under another name and had been doing business until this year.

Thus far the company, which has been at its present location for little more than half a year, has handled many kinds of fish—sardines, salmon, squids, rock cod, smelt, mackerel, codfish, devilfish, abalones, anchovies, bucahios, chillipeppers, and others. The business is divided into two divisions, the fresh fish division and the salted fish division. The fresh fish division is perhaps the more important at present, according to Mr. Higashi, as the bulk of the shipments are fresh fish, ranging in bulk from 35 pounds to ten tons per day.

"In the salted fish division of our business, too, we have had remarkable success," according to Mr. Higashi. "Our recent catch of Spanish mackerel, as stated in The West Coast Fisheries, and the sardines being caught at present in the Monterey Bay, are the two most important fish that we salted. We have shipped some of these to Hawaii and we expect to do a lot of salt fish shipping this coming year."

The salting of whale blubber imported from Mexico is another interesting phase of the salt-fish business. This salted blubber is a Japanese delicacy when properly prepared and packed, and Mr. Higashi looks ahead to a great business in it, both in California and abroad.

Mr. Higashi declares that one of the most important facts that concerns the fish business is good will, and that to obtain it he insists upon the slogan, "Service—Plus." For the first six months of its existence after re-establishment the company has done exceptionally well, it is declared and looks forward to a prosperous year in 1930. "We would like to express our thanks to The West Coast Fisheries for their co-operation, too, which we rate very highly. To our friends and customers we wish the most prosperous and happy New Year."



Higashi Fish Company plant at Monterey, Calif.; U. Higashi, president and manager, on the right

Gulf Oysters

Bivalves a More Easily Digested Food Than Meats

Oysters are a delicious and wholesome food and in great demand throughout the United States, according to A. J. Bergenson, manager of the Gulf Oyster & Fish Company of Houma, Louisiana. When properly cooked, oysters furnish a more palatable and easily digested meal than meats, and at a much lower cost.

Very few housewives know even one-tenth of the delicious and economical ways in which oysters may be prepared as the main meal of the day, or as a dressing for the Thanksgiving or Christmas turkey. "Consult your latest cook book," Mr. Bergenson urges dealers in order that they may be in the best position to push the sale of oysters among their trade.

The United States and many state and municipal governments have awakened to the advisability of supervision and inspection, and there is now exercised a close scrutiny of the source of oysters that are brought to market, or shipped from state to state. It can be said that oysters today are more sanitary and better than ever, and if the oysters be cooked, there is a double guarantee. "Our oysters are from government inspected beds, and shucked in clean sanitary shucking and packing houses, under government direction," according to Mr. Bergenson. "Our celebrated Pearl brand Houma oysters have added much to our success."

LOBSTER SHORTAGE

An almost unprecedented shortage of lobsters is reported in Maine, which is the headquarters of the lobster fishing industry. The scarcity is attributed to failure of herring to school along the coast in the usual large numbers, as herring are regarded by fishermen as the only suitable bait for the lobster pots.

Arcadian Seafood

Activities of the Year 1929 Are Discussed

"As the end of the year approaches, we pause, not to look backward, but for a brief survey of our activities during the past year," says Joseph L. Bagille, president of the Arcadian Seafood Company, New Orleans.

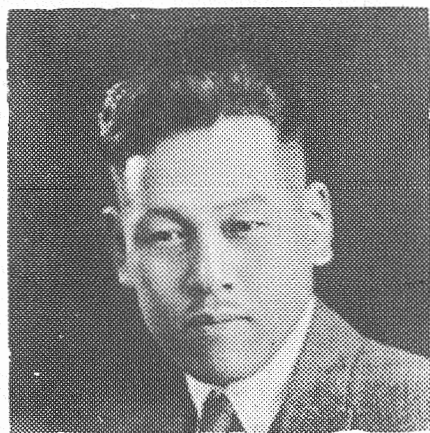
"We feel that this year has not been entirely in vain, and look with pride, not upon our increased sales, but upon our increased number of satisfied customers whom we classify, not as customers, but as friends. In order to retain their friendship, we feel that it is necessary for us to give just a little bit more than is ordinarily expected. By this, we mean to give of our services, of our ideas, and of our time, as liberally as possible in order to help our customers sell our product successfully and enable them to make more money for themselves.

"We have always endeavored to secure the freshest of the catch and are constantly striving to improve our method of handling and our package. Any complaints or criticisms received from our customers are received, not with anger, but with gratitude, for it is only by criticism that we can improve, and that is our aim.

"The policy of this company is to please the customer, and if he is not satisfied through our fault, we are only too glad to have it brought to our attention, so that it may be rectified.

"We feel sure that in the past year we have, to some extent, been successful in pleasing the larger portion of our trade, and we hope that the coming year will find us going forward with their confidence in us, and at the same time enlarging our sphere of activity."

Eat More Fish campaign of British Trawlers Federation is reported to have largely increased the demand for fish in Great Britain.



GEO. OTA
Head of Mutual Fish Co., San Pedro, Calif.

NEHALEM BAY*(Continued from Page 113)*

organized the Nehalem Bay Fish Co., which has been owned and managed since by Mr. Klein who has worked tirelessly and conscientiously for the best interests of the fishermen as well as the fishing industry.

In 1923, a number of fishermen organized the Sunset Co-operative Fish Co.,

marketing their own fish and after a few years the Sunset Fish Co. was the outgrowth. This firm is now owned by Dave Harrison and "Bill" Snyder who are maintaining a good business. Bill is especially interested in the mild curing of salmon, having cured the last two years for the Klevenhusen interests. Both Dave and Bill are energetic and well liked by the many folks who come in contact daily with them.

The Star Fish Company is now owned by Mr. Nelo Rentila, Mr. Corpola now giving his entire time to the Westwood Hotel and his ranch recently acquired. Under the able and careful supervision of Mr. Rentila the Star Fish Co. has grown from a small station to the best plant on the bay and in addition to the plant here he owns and maintains a similar business on Tillamook Bay, having been established there for two seasons.

Dave Chambers is another dealer, selling clams, crabs and other sea foods. He has worked up a lucrative business not only selling to the local people but to the many vacationists who flock to the unsurpassed beaches nearby.

A snagging association has been formed and is doing its utmost to keep the river clear of snags. It has accomplished much during the past year with Herman Burmester as manager of the snagging operations. Its president is Dave Chambers, secretary, Cleve Allen and treasurer, Rollie Shangle.

The Nehalem Bay Fisherman's Union has recently become 100 per cent, and is doing some very splendid work with Alvin Thompson as president; Arthur Mattley, secretary, and Brad Batzner as treasurer.

The proposal to call an International Conference to regulate steam trawling was proposed by Moses H. Nickerson in the Nova Scotia legislature twenty years ago.

Arcadian Seafood Company

**FISH, SHRIMP, OYSTERS,
CRABS, TURTLE, ETC.**

**501-527 Napoleon Avenue
New Orleans, La.**

**Orders Shipped to Any Part of the
United States**

Oakland Fish Company

WHOLESALE

Fresh, Salt, Dried

Note: We buy Barracuda, Yellowtail, Sea Bass, Bonito, Jewish for salt. Producers quote us prices per ton.

**505 Washington Street
Oakland, California**

ESTABLISHED 1896

C. CENAC & CO.
PACKERS AND SHIPPERS
CELEBRATED
HOUMA OYSTERS
FISH AND SEA FOODS
HOUMA, LA.

PINTS AND QUARTS OUR SPECIALTY

**We begin
shipping
oysters on
October first
every year**

THE GULF OYSTER & FISH CO.

Wholesale Packers and Shippers of

CELEBRATED HOUMA OYSTERS

"PEARL BRAND"

H-O-U-M-A LOUISIANA.
Only One in U.S.A. "The Oyster City"

WHOLESALE DEALERS

**"PEARL BRAND"
CANNED SHRIMP**

**"READY-TO-SERVE"
SHRIMP MEAT.**

"SUN-DRIED" PEELED SHRIMP.



**Our Specialty
"PEARL BRAND"
OYSTERS**

**PUT UP IN
LITHOGRAPHED
PINT AND
QUART
CANS**

ST. MARTIN OYSTER CO.
GROWERS
& SHIPPERS
OF
ST. MARTIN OYSTERS

HOUMA, LA. The Oyster City

The famous St. Martin Oysters need no introduction in most of the Pacific Coast cities. They have been sold by most reliable sea food dealers, in the principle cities, for almost twenty years. Let us send you our price list, that we may fill your orders for the future. Do-it-Now. We take this opportunity to solicit your valued patronage.

Thanks.

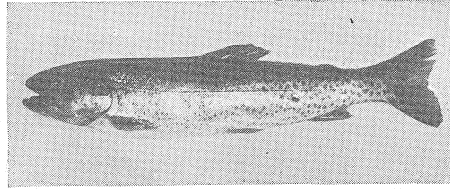
To Ship Trout

*Coast Fisheries of Reedsport, Ore.,
Announces Important Plans*

The Coast Fisheries of Reedsport, Oregon will have the largest supply of captivity trout for sale during the next few months than has ever been anticipated before. This supply has been raised at the Bandon Trout Farm and will be marketed under the trade name of "Select Bandon Speckled Trout." The supply of over one and one-half million cut-throat and speckled trout are exceptionally healthy, beautiful fish, weighing uniformly one-quarter of a pound each. They will all be prepared for market and individually wrapped in artistically printed parchment and cello wrappers and packed in thirty pound containers. These flat containers are packed in wooden boxes and plenty of ice packed around them and they will carry long distances and keep in prime condition. The trout have been hatched at different times and different aged trout have been put into six large ponds to insure a steady supply of one-quarter pound trout always coming on which is the most desirable individual size and it is anticipated to have a steady supply for the trade at all seasons of the year.

It takes a crew of men to grind and prepare the food and feed these fish. They are fed every few hours of the day all they will eat and it takes approximately 1500 pounds of feed a day to feed this lot of fish. Raw fish and meat are the

principal food except the month before they are ready to market when wheat and barley is fed in considerable quantity. This variety of feed causes the flesh of the trout to become extremely firm and feel like a frozen fish when ready to market. It will be a boon to the trade to have a supply of trout that can be depended on the year around. This is the largest private trout venture ever attempted on this coast and it is anticipated to enlarge the ponds as fast as the demand justifies it. These trout will be ready for marketing shortly after De-



A specimen of the Coast Fisheries Company's trout at Reedsport, Ore.

cember 15 and a continuous supply will be assured after that date.

The Coast Fisheries, the exclusive handlers of the Bandon Speckled Trout is an old established firm at Reedsport, succeeding the Reedsport Fish Co. Clyde Chase the present manager has been manager of both concerns for the past fourteen years and has had a lifetime experience in the fish business. He is a descendant of a family of down East Maine fish men. His father organized the Ever-

ett and Whiz Fish Companies over thirty years ago and at the present time is the active manager of the Whiz Co. With the assistance of two sons, Roy and Maynard. The older brother Stephen, operates the large Alaska floating cannery "Santa Flavia." The Chase family is a truly fish family. Even the daughters, Edith and Florence both married fish men. Edith's husband being Chris Moe owner of the Superior Fish Co. of Seattle and Florence's husband, Sam McGhie, formerly with the Everett Packing Co. and Nootka Packing Co. who makes his season's trips to Alaska to oversee the cannery pack and all the family are successful fish men and well known in their profession.

The Coast Fisheries has its own plant and cold storage with ice making capacity of twenty tons daily, and also owns and operates its own fleet of fifty power fishing boats which principally catch shad, salmon, crabs and deep sea fish. A complete boat building shop and ways is maintained by this concern for the repair and building of its own boats as well as a large net loft where a large assortment of nets are stored and repaired so as to always have the right nets ready for any particular run of fish. This concern is located at the mouth of the Umpqua River four miles from the ocean. This is the largest river wholly in the State of Oregon, a stream 190 miles long and next to the Columbia in size.

A great difficulty in raising trout in the past arose because of a fungus growth that forms on the fish in fresh water, killing a great many trout before they reach

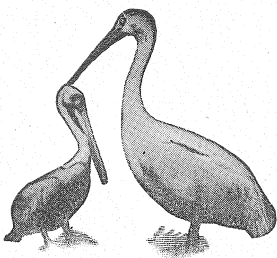
S. LARCO FISH CO.

Established 1870

Wholesale Distributors of All Varieties of West

We own and operate the largest fleet of Trawlers on the West Coast.

Prompt and efficient service based on over 50 years of continuous operation.



Coast Fresh and Frozen Fish

Specializing in

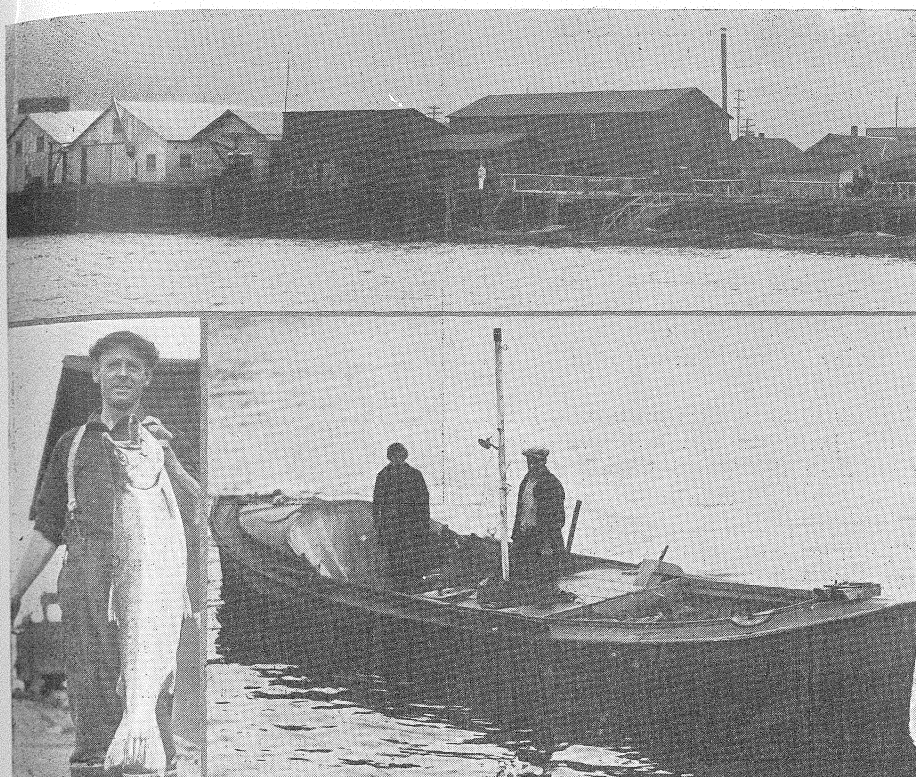
**Live and Cooked Lobsters, Fillets,
Soles, Rock Cod, Halibut and
Mackerel**

Let Us Serve You

Telephone 5135

214 State Street

Santa Barbara, California



The Coast Fisheries plant at Reedsport, Ore.; left, Clyde Chase, Manager, holding a 35-pound Steelhead; right, the type of boat which fishes for the Coast

maturity. This has been overcome by the Bandon Trout Farms by an innovation of their own. They have installed a large pump operated by motor with a

12" pipeline a mile long from the ocean to the ponds. This is operated for six hours a day and pumps salt water from the ocean into all of the ponds. This

causes all trout to be healthy and grow much faster as well as to minimize the loss of fish from fungus sickness. The ponds are managed by O. L. Zintner and his assistants are men of wide knowledge and experience in hatchery work, which assures a complete success to this venture.

A Laywoman's View

Writer Visits the Gorton-Pew Fisheries at Gloucester

By FLORENCE LAGANKE

Most of us have had hours of waiting while our male relatives went fishing. Suppose we turn the tables on them to-day and let them wait for us while we do some fishing ourselves. We pack our bags, putting in our rubbers or galoshes and buy tickets for Gloucester, Mass. We are going to the home of the Gorton Pew Fisheries from which come the codfish and the codfish balls.

We get off the train at Boston and then make connections for Gloucester. The train goes through manufacturing and mill towns of eastern Massachusetts. Then as it gets closer to the coast we see the marshlands and the flats of oozing mud where the tides come in and out.

Arriving at Gloucester, we get a taxi which takes up a curious narrow, winding, rocky road. What this taxi would do on a slippery day makes us shudder.

(Continued on Page 144)

F. R. Burke

Collier H. Buffington

Gold Beach Packing Company

Wholesale Distributors of

*Fresh Salmon, Halibut, Black Cod,
Ling Cod, Rock Cod and Smelts*

GOLD BEACH AND BANDON, OREGON
EUREKA, CALIFORNIA

California Shipments made from Our Eureka, California Branch



JACK CUOMO
Manager of the Ocean Fish Co.

SALMON PACK, 1929

According to the American Vice Consul at Vancouver, B. C., the Dominion Fisheries Supervisor, Dominion Department of Marine and Fisheries, Vancouver, British Columbia, reports that the total salmon pack for British Columbia for the 1929 season amounted to 1,389,476 cases, as compared with 2,034,629 cases for 1928, and 2,065,451 cases for 1926, the latter being the record year.

Of the total amount packed in 1929, 476,217 were pinks, 422,317 chums, 275,751 sockeye, 172,230 cohoes and the remainder were comprised of blue-backs, springs, and steelheads.

Ocean Fish Co.

*Under Management of Di Meglio
for 20 Years*

The Ocean Fish Company, located at the municipal fish wharf, San Pedro, has been operating for the past 20 years under the able ownership of Vincent Di Meglio, who is known as the Adonis of the wharf. Since its foundation the company has grown with leaps and bounds, and today enjoys better business than ever.

The establishment is managed by the popular Jack Cuomo, who has been connected with the firm for the past nine years. It is said that Jack is always on the job.

The firm handle all varieties of salt water fish, together with lobsters, crabs, oysters, shrimp, etc., and also handle considerable fresh water fish. A large quantity is shipped to all of the western states by train and boat, and their own trucks take care of deliveries to Los Angeles and vicinity.

The bookkeeping end, and all office details, are in the capable hands of Mrs. Annie Di Meglio and Mrs. Kathleen Lickwar. These young ladies have spent several years in the accounting end of the fishery business, and know the game from A to Z.



VINCENT DI MEGLIO
Owner of the Ocean Fish Co.

The retail division is located at 631 South Mesa Street, San Pedro, and is known as the City Fish Market, with John Falcone in charge. Here is where the local housewives obtain their fresh fish supply.

Mr. Di Meglio is also partner, with Joe Arduino in the fruit business, whose headquarters are located at Fifteenth and Center Streets, San Pedro. He has been in this enterprise for the past six years. Grapes are bought in large quantities and shipped to all parts of the United States by carload, and the Southern California trade is supplied by their own trucks.

Select Bandon Speckled Trout

We are now ready to furnish the trade with a steady supply of one-quarter pound individual size cut-throat trout, packed in individual parchment wrappers in tin containers, delivery to you guaranteed in first-class condition. A select fish for the select trade.



SALMON, SHAD, CRABS AND CANNED CRAB-MEAT

*Exclusive dealers of Bandon Speckled Trout.
Your business solicited. Prices quoted on request.*

COAST FISHERIES

REEDSPORT,

::::

OREGON

New Firm Prospers

Superior Sea Food Company Plans Own Building

After only two or three months of operation, the Superior Sea Food Company of 1214 Produce Street, Los Angeles, is recognized as one of the leading fresh fish dealers in the metropolitan area, due to the efforts of the enterprising young partners, Leslie M. Kruschke and Max Freeman. Mr. Kruschke announces that he intends to erect his own building for occupancy by the company.

The exact location of the new structure has not yet been determined, but it will be built in time for occupancy about February, according to Mr. Kruschke.

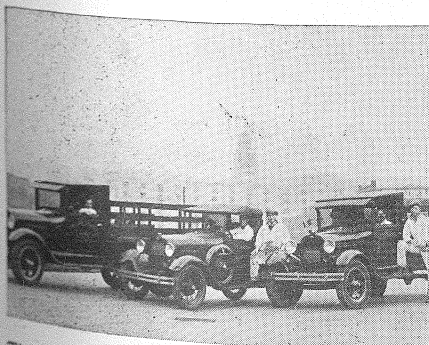
Mr. Kruschke and Mr. Freeman, interviewed as to the progress of their business since its inception last September, declare that it has exceeded expectations by about one-half again. The company operates four trucks and employs eight men, keeping them on the jump most of the time to take care of the growing business.

When it developed that he used to be a newspaperman on the Chicago Tribune and it was suggested that he write an article for WCF. "Write an article?" he queried. "When? I'm down here from four o'clock in the morning until nine o'clock at night." That leaves him from nine o'clock at night until four o'clock in the morning—good reporters' hours—but he couldn't see the point. In more recent years, before going into partnership, Mr. Kruschke was connected with the sales department of the Great Western Sea Food Company, Inc.

Mr. Freeman also has had an extensive experience in the fish business, having been assistant manager of the fish department of Young's Market Company, Inc., for eight years previous to organization of the Superior. Young's have been in the fish business for seven years and during the year before the fish department was begun, Mr. Freeman was with the meat department.

Messrs. Freeman and Kruschke declare that they are building up their business along lines to give them prestige with the better class of buyers, specializing in Nord's fillets and various other sea food favorites.

Also connected with the Superior is Arthur Hartmann, office manager, who was formerly associated with the Great Western.



The fleet of trucks of the Superior Fish Co., Los Angeles.



FLETCHER WIEST AND CO.

MERCHANDISE BROKERS

CABLE ADDRESS ARBAR PHONES MUTUAL 5277 CALPACK CODE ARMSBY CODE

460 SEATON ST. LOS ANGELES, CAL.

OYSTERS

A marvelous story of a new industry on the West Coast.

The ROCK POINT OYSTER CO., INC., assure the West of an adequate supply of fresh, large and delicious oysters.

Patronize Western Industry.

ROCK POINT OYSTER COMPANY, Inc.

BLANCHARD, WASHINGTON



The Zaiser Produce Co., Los Angeles; left to right are Phil Silva, Morris Isenberg, owner, Bruce Martin and Sam Rapaport, auditor.

M. H. Isenberg

Successor to Zaiser Produce Co. of Los Angeles

M. H. Isenberg, formerly the Zaiser Produce Company, 1812 South Central Avenue, Los Angeles, has had years of experience dealing in fresh water and salt water fish, and believes that the coming year will be one of the most prosperous for the fish trade.

Mr. Isenberg handles all kinds of fresh water and salt water fish, including carp, suckers, yellow pike, whitefish, perch, sheepshead, black cod, ling cod, rock cod, salmon, halibut, barracuda, mackerel, smelts, oysters, shrimp, lobsters, crabs, etc., doing a large shipping business in several of the varieties named.

COD FISH

DEEP SEA BRAND COD STRIPS
DEEP SEA BRAND 2-LB. COD BLOCKS
BRISTOL BRAND 1-LB. COD TABLETS
BRISTOL BRAND COD MIDDLES

Fletcher Wiest and Co.
LOS ANGELES, CALIFORNIA
Agents

Neubay Oyster Company

PORT NORRIS, N. J.

SHUCKS AND SHIPS THE FRESHEST SALT WATER OYSTERS IN THE WORLD

"When you need them, we have them."

FLETCHER, WIEST & COMPANY

460 Seaton St., Los Angeles, Cal.
Our Brokers For
SOUTHERN CALIFORNIA

URGES WATER FARMING

More than ever before, according to the annual report of Henry O'Malley, Commissioner of Fisheries, made public last Wednesday, America is utilizing the immense food resources of the sea. To follow out this tendency still further, he advocates not only the wise use of existing resources, but the development of what he refers to as "the science of water farming"—not only exploiting, but actually cultivating and intensifying, the production of sea food.

As a further recommendation, Commissioner O'Malley advises that the Government continue to extend aid to the fishing industry in the form of fundamental investigations. The needs of this industry Commissioner O'Malley compares to those of agriculture, pointing out that fishing operations are carried on by a large number of small units which lack organization and the necessary capital to conduct technical research.

Pioneer Fish Man

Los Angeles Broker Has Been in Business Over 30 Years

M. N. Blumenthal, prominent Los Angeles fish broker, has been in the business in Los Angeles and San Pedro for over thirty years as a fresh fish dealer and broker, and has seen the business develop from its infancy to the present day. So far as is known, Mr. Blumenthal is one of the oldest active fish men in California from the standpoint of years in the trade.

The Los Angeles broker was president of the old Western Fish & Oyster Company of Los Angeles, one of the pioneer concerns of its kind in the southwest. In 1909 he went into business for himself, forming the Northern Fish Company. Then in 1915 Mr. Blumenthal joined A. Paladini, Inc., of San Francisco, and has continued in this connection with Paladini ever since, serving in these latter years as Southern California representative of the veteran San Francisco producer.

In a recent interview, Mr. Blumenthal waxed reminiscent of "the good old days." Back a score of years, more or less, he said, fish were very plentiful compared to the population and enjoyed great popularity, although the price was but one-third of what it is today. There were four fish-producing and wholesaling houses at San Pedro (as compared to the ten or fifteen of today) and up until 1915 it was the day of shipment upon consignment, a practice looked upon with great distrust and used but rarely today.



Matt Blumenthal, actively engaged in all branches of the fish business in Southern California since 1900, extends his greetings of the season to all his many friends in the fishing industry of the United States, Canada and Japan.

About that time, the year of 1915, the City of Los Angeles built a fish dock at San Pedro, upon which all of the San Pedro fish houses moved, which was the beginning of the San Pedro municipal fish market. This action, providing

greater facilities for the handling of fish, ended the days of consignment.

At the time that the fish wharf was built Los Angeles used a great deal more fish per capita than it does today, the broker declared, and fish, it seems, was caught in greater abundance than at present. The broker remarked that fish is higher today than ever before in the history of the business on the southwest coast.

The first increase in the price occurred when the war came on. On account of the scarcity of cattle, poultry and other such foods, prices mounted, fish following in the procession, establishing prices which never have returned to the pre-war figure.

Mr. Blumenthal handles the accounts of various large fresh fish shippers, as well as that of the J. & J. W. Elsworth Company, producers of New York oysters.

FROZEN FILLETS

There seems to be some doubt in the minds of the users of frozen fillets, notwithstanding that the directions are printed on the wrappers, as to whether the fillets should be thawed before cooking. The answer is "No." Unwrap the fillet and place it at once in a hot fat griddle or pan, turning the fish to sear it so that the juices will be retained. Never place fillets in cold water. They are frozen rapidly to preserve all the delicious flavor and nutrition, and contrary to the method used in the old slow method of freezing, must not be thawed before cooking.

At least sixty new trawlers will be completed in British shipyards during 1930.

Extending Our Heartiest

New Year's Greeting

*To Our Many Customers
and to the Trade!*



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Wholesale Distributors

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SEA FOOD BROKERS

DISTRIBUTORS
 FRESH FROZEN CURED SMOKED
FISH

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STAR FISH COMPANY

Shippers and Wholesale
 Dealers of

*Fresh Chinook, Silverside,
 Bright Fall and Steelhead
 Salmon in Season*

Main Office, Wheeler, Oregon
 Branch Office, Bay City, Oregon

SANITARY OYSTER CO.

Planters and Packers of
 Delaware Bay Oysters
 Quality and Service Guaranteed
 PORT NORRIS, NEW JERSEY

To Begin Whaling

*Trinidad, Calif., Once Large Whale
 Hunting Station*

Trinidad, Calif., once the headquarters of extensive whaling activity, is to see a renewal of the operations, it is reported. Up until and including 1926, the whalers were very active in the vicinity of Trinidad.

The California Sea Products Company has a plant there and it is understood that it will start operations again early in 1930. The plant, a complete factory for the handling of whale blubber and oil, has been closed down since 1926.

Whales, after heavy concentration during the late fall of the present year off San Clemente and other islands in the vicinity, apparently have departed the Southern California waters. The four killer boats of the company, which with the mother ship, the "Lansing," operated off the islands three months, failed

H. S. Sockwell H. R. Sockwell
 ESTABLISHED 1883

H. W. SOCKWELL & SONS

Planters, Packers and Shippers
 of the

**Famous Delaware
 Bay Oysters**

Located in the midst of the
 greatest oyster producing
 center in the world

Our Motto: Service First

Maurice River

New Jersey

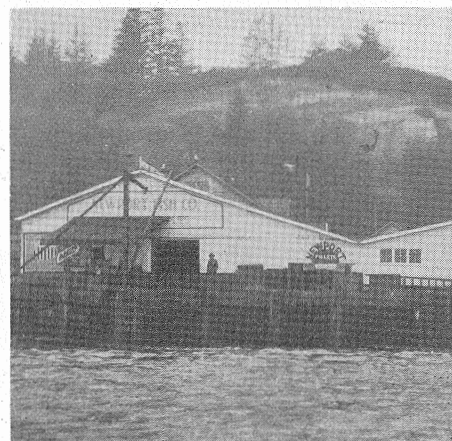
to find a mammal for some days late in November, it was reported. The killer ships were operating over a radius of 75 miles.

NEW DISTRIBUTING SYSTEM

The Kolbe Instant Freezing Systems are to be handled through S. C. Bloom & Company, Chicago, according to announcement by Carl F. Kolbe. Unusual progress in the quick freezing of foods has made this connection necessary, Mr. Kolbe declares.

"The international scope and the expert engineering department of this company will enable them to serve the public better with improved equipment than we could do alone. Although S. C. Bloom & Company has specialized in the meat-packing industry, this does not mean that the fishing industry will in any way be neglected. The company will, under our supervision, with the additional facilities of the Bloom and Zarotschengeff patents, be enabled to render a better and more complete service. You will recall that the Zarotschengeff 'Fog' freezing system has been widely used in fishing trawlers in Europe," Mr. Kolbe states.

Mr. Kolbe points out that packaging is the basis of a new prosperity for the fish business and that quick freezing is the vehicle on which it rides.



Newport Fish Company at Newport, Ore.

Newport Fish Co.

Crad Meredith Reports Very Good Season

A very successful season was experienced, considering conditions this year, reports Crad Meredith, manager of the Newport Fish Company of Newport, Ore. Mr. Meredith believes production was about 25 per cent more than last year. He expected that stock would all be shipped by December 1.

There were not many fillets frozen this year, as the fresh market took almost all the Newport company could produce, Mr. Meredith declared. He said that he handled about double the halibut this year as last, and would have received considerable more if bait had lasted, but it was very scarce this year.

Mr. Meredith expects to freeze considerable fish this winter and spring. The pack of mild cured was also over last year—eighty tons of large fish—small fish not being packed.

"The silver run on the Yaquina this year was the best in years," declares Mr. Meredith.



Crad Meredith, manager of the Newport Fish Co.

WASHINGTON

OYSTER PROPAGATION

(Continued from Page 30)

intent being to have the whole plot in crop as rapidly as the work can be accomplished and the means of marketing the output enlarged.

Points of Preference

Aside from the present advantageous terms at which Japanese oyster seed can be purchased and brought to this country—an advantage which might at any time be wiped out by embargoes, tariffs, or change in business policies—there are a number which are inherent in the shellfish itself:

1. It is said to mature in less time than the Eastern or Native, attaining a marketable size in 3 years from the time of planting.
2. It will attain extraordinary size if left to grow for a longer period, greatly exceeding the Eastern variety in ultimate extreme growth.
3. It is far hardier than the Eastern sort, enduring both hot summer sun and exposure to winter frost (when left bare at low tides) without injury.
4. It can be transplanted as seed because of its general superior ability to survive.

An Economic Argument

A first question arising in the mind of one viewing this question is how it can be possible to import planting stock from Japan more cheaply than from Connecticut. Hear what E. N. Steele, president of the Rock Point Company, states as explanation:

"Long years of experiments and repeated trials have taught us that the Atlantic Coast oysters will not grow from seed to maturity in Pacific Coast waters. Consequently, they are brought here when practically matured, held in our waters only a few months, and resold. But transportation rates are excessive and the grown oysters are so expensive that the operation cannot be carried on with satisfactory profit.

Procuring the Seed

"Among the hundreds of islands of north Japan are thousands of acres of flats over which the tides flow daily under conditions similar to those existing in the San Juan Islands of Puget Sound. The people of the quaint fishing villages

of that locality are among the oldest oyster culturists on earth; their oysters are very prolific; they have furnished the multitudes of Japan with large quantities, regularly, throughout centuries.

"A Japanese oyster spawns many millions of eggs annually—more than 100,000,000 per adult, say scientists. The males shed their sperm at the same time that the eggs are liberated, fertilization takes place in the sea, for 16 days the transforming larvae swim about, after which those that have not been swept out to sea, or devoured by fish life, or choked in soft mud, seek a place for attaching themselves and "settle down for life."

The Japanese seed-raisers endeavor to reduce the mortality of larvae by providing abundant facilities for lodgment. "The method used for catching the embryo oyster," continues Mr. Steele, "was to stick brush in the mud. The larvae, coming in contact with that, adhered to it. But it was difficult to transport this brush, with the small oysters attached. We decided to try using shells.

"In American waters we practice spreading shells on the bottom, but in

Japan a more satisfactory result is obtained by placing the cultch 18 inches or 2 feet above the bottom. To effect this, a hole was bored in each shell, they were strung on wires and the wires stretched across supporting frameworks of piling. The plan succeeded, but it was found that the seed caught only on the under side of the shells. During transplanting in American waters the shells might fall with the spat on the under side, causing the death or serious retarding of the oysters so covered up. Further experiments developed the idea of turning the shells during the setting season, thus obtaining an equal distribution of spat on both sides. Our success in this maneuver was heightened by washing the shells several times during their exposure, cleansing away all silt and mud."

Handling the Seed

When a set has been obtained, to prevent the spat growing to a larger size than necessary for exportation, the shells are removed to a different location or raised farther from the bottom. February and March is the best time for bringing the seed to America. The cultch is then brought to shore in a multitude of small boats; it is rapidly hand-picked, only the best is selected; this is packed into boxes holding about 2½ bushels each, and the consignment is hurried to a seaport to be taken aboard one of the express liners plying between the Orient and Seattle. Arrived in Puget Sound, the seed is discharged over the side directly into lighters, which are towed straight to the grounds already prepared and in readiness. Skilled crews of oystermen distribute the seed upon newly-laid beds of clean shell cultch.

"The entire procedure of gathering, packing, shipping and planting the young oysters takes place so quickly that the seed has not been kept out of the water more than 14 days; the mortality resulting from the operation is very slight," says Mr. Steele.

Reproduction

The Japanese oyster, though possessed of distinct advantages over the Eastern sort, still is subject to the major objection that it does not spawn in American habitat. It is known to prepare for spawning, but the discharge of ova never takes place. Until some means of incubating oysters artificially is found it seems likely that planters must depend



JOHN HANNULA, JR.

Hannula Fish Co.

Aberdeen, Wash., Firm Large Shipper of Fish

John Hannula, Jr., of the John Hannula Fish Company, Aberdeen, Wash., is one of the large shippers of silvers and steelheads, a considerable quantity of which is received from the Indian reservation at Quinalt. The past year has been a very successful one

DEPENDABLE EVERY MINUTE SINCE 1868

NEW ENGLAND FISH CO.

Producers — Distributors

FRESH
FROZEN
SMOKED

FISH

Seattle, Wash.

CANNED
MILD CURED
SALMON

"PACKED
WITH THE
WIGGLE
IN ITS TAIL"

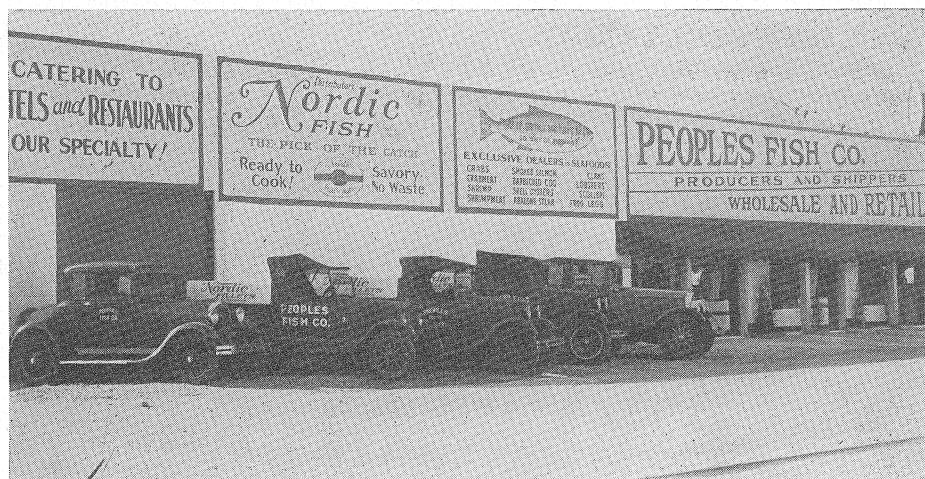
OPERATING
THROUGHOUT
PUGET SOUND
COLUMBIA RIVER
ALASKA
BRITISH COLUMBIA

upon Oriental spat-collectors for young stock. This, however, is at present not a burden, since the price of seed in Japan is reasonable, and ocean freight rates are far beneath overland charges.

The Dark Mantle

Aside from the distinction in size, the outstanding difference between the Olympia and Eastern oysters is one of color. The Eastern is a gray fish, practically solid in its inconspicuous sombreness. The Pacific Native, however, boasts a small, black frill around its perimeter—a sort of natural decoration that enhances its beauty. Mr. Stew-Eater, roosting upon his high stool at the lunch counter, by one vigorous stir, is enabled to appraise the contents and value of the bowl before him, for, with quick and practiced eye, he reckons the number of black-trimmed morsels that gyrate across the surface of his portion. A Pacific cock-tail wouldn't be all there, were the chubby little Olympia oyster-lets not garnished with their natural decorative pigment. Indeed, the identifying mark of the species is its dusky mantle, an unfringable trade-mark given by Nature to set this tiny delicacy off as something pleasing to both eye and palate.

The black fringe is a Pacific characteristic. The oysters of Mexico have it; so do those of Japan. Although the trade is accustomed to the appearance of the tiny Olympia, to see the same coloration in an oyster larger than the old-time Eastern fills many with surprise and suspicion. But this is a temporary obstacle—taste, as well as time, will tell. The big Oriental is tender and fine of flavor, and since it can be harvested fresh from Pacific beds and be served fat and ap-



The People's Fish Company at San Diego, Calif., showing one of the most modern retail establishments in the United States, recently opened. Louis C. Strada and John Ghio are proprietors of the company, which also operates extensively in the wholesale business.

peeling, it is bound to win eventual appreciation over any product carried across the continent by any procedure whatever. It is even proposed to utilize the black mantle as an advertised identification: "Look for the Velvet Fringe," for "It Guarantees That Your Oysters Are Fresh."

What About Willapa?

Already the collapse of Shoalwater Bay as an oystering center has been told: How it tobogganed from an output of more than 90,000 bushels a year to 2,000 bushels; how the beds have been destroyed until now only a few acres remain of an original 8,000 or 9,000 acres of virgin grounds. During many years no attempt was made to recover or reclaim the lost areas of Willapa; whatever cultural work was done in Washington was centered in Puget Sound.

Early in 1928 the matter of rehabilitating Willapa Harbor was brought to the attention of Henry O'Malley, United States Commissioner of Fisheries, by John N. Cobb, Dean of the College of Fisheries, University of Washington, Seattle. Mr. O'Malley was persuaded of the latent possibilities in the old oyster grounds, and through his offices two investigators were detailed to study the oyster situation of the Pacific Coast in general, and of Willapa Harbor in particular. Dr. P. F. Galtsoff and Harvey McMillin, the men mentioned, went to the region and completed a preliminary survey, the report of which was published as Bureau of Fisheries Document No. 1066. At this point the writer wishes to acknowledge having drawn upon this document for portions of the information set forth here.

Through the joint support of the U. S. Bureau of Fisheries and the Washington state administration of fish and game, the two investigators are being continued in their work. A small laboratory has been erected at Willapa, where extensive research is being carried on into the life history of the Native and the Japanese oysters. It is almost foregone that they will finally dispell the mystery of the hindrances which always have prevented the spawning of foreign oysters in Pacific waters, and it is the secret hope of all that they also may discover a means of controlling the elements constituting the hindrance, or show a way of evading them through recourse to artificial means of propagating the larger sorts that Western growers wish to raise.

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Wholesale Dealers, Packers
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ALSO: Fresh prime chilled
Salmon and Halibut Steaks
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Ltd., PRINCE RUPERT, B. C.

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Largest shippers of Shellfish
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Puget Sound Scallops, Shrimpmeat,
Crabmeat, Olympia Oysters, Rock Point
Oysters, Deep Sea Crabs, Clams
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FRESH, FROZEN AND SMOKED FISH
Specializing in Puget Sound Salmon

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Arthur Anderson

*One of the Outstanding Characters
in Northwest Fish Business*

Arthur Anderson, head of the Arthur Anderson Fish Company at Astoria, Ore., is one of the outstanding characters in the fish business in the Northwest. Mr. Anderson has been in the business many years and is known all along the West Coast.

The Arthur Anderson Fish Company specializes in "Blue Seal" brand Columbia River salmon, in addition to fancy ocean-caught cohoes and "Blue Letter" brand shad roe. The many other brands of the company, which are distributed throughout the country, include: "Blue Letter A," "Anderson's Special," "Triple AAA," "Banquet," "Queen," "Red Rock," "Golden Rod," "Hawkeye," "Indian Girl," "Map," and "Seal of Virginia."

BRINE FREEZING

French fishing vessels use refrigerating equipment consisting of an ice container, salt container, a brine tank and fish container. By this method, the fish is sorted as soon as it comes out of the net and is placed directly in boxes which are shelved in the container. When frozen, the boxes are removed from the container and stored in the fish room until the vessel returns to port. To freeze one ton of fish approximately 1½ tons of ice and about 5 cwt., of salt are required.

British trawlers are now developing a new fishing ground around Bear Island, south of Spitzbergen in the Polar Sea. This area is 1500 miles from Fleetwood, England.

John Hannula Jr. Fish Company

Producers and Distributors
Throughout the Year of

**Steelhead, Chinook Silver,
and Salmon**

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Established 1893

Growers and Wholesale Shippers
of the

**FAMOUS FRESH OLYMPIA
OYSTERS AND CLAMS**

502 Fourth Ave. West
OLYMPIA, WASHINGTON



Upper left the Arthur Anderson Fish Company plant at Astoria, Ore., with scow and pick-up boat tied up; right, Arthur Anderson, head of the company, and below, a large quantity of salmon on the Anderson dock

ITALIAN FISH RULING

By royal decree of October 3, 1929, published in the Gazzetta Ufficiale for October 23, the Italian Government has permitted fish which are not properly marked according to the regulations of July 7, 1927, to be handled and sold by stores until December 31, 1930. This decree applies only to such fish products as had been brought in and stored in these establishments not later than June 30, 1929. It is understood that this action was taken because there is still held in retail stores in Italy a considerable quantity of fish products packed in containers which do not meet the requirements of the law. This extension will enable the fish already on hand to be disposed of.

[Under the regulations mentioned above it is forbidden to import or sell fish products contained in boxes or other receptacles when the following markings are not stamped or lithographed on the metal containers in an indelible way or burnt into wooden containers or stamped in relief on glass containers:

Name of product contained, quality of oil or other substance used for conserving the product, net weight of product, name of producer, and place of production.

Where the product is well known through a trade-mark registered with the Ufficio del Marchio, the last two require-

ments may be obviated. — From "Commerce Reports," issued by the U. S. Bureau of Foreign and Domestic Commerce.

When You Are in Doubt

Get in touch with the

WHIZ FISH CO.

WHOLESALE DISTRIBUTORS

**FRESH, SALT AND
SMOKED FISH**

Always on the Job

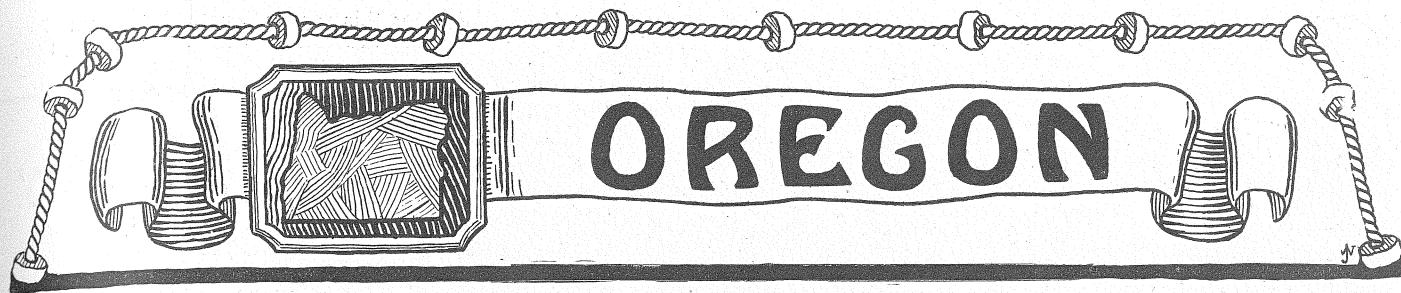
Whiz Dock, Seattle, Washington

Edwin Ripley & Son.

Wholesale Shippers of
FRESH, FROZEN and SMOKED FISH

1899—PIONEER DEALER—1930

Pier 12, Seattle, Washington



Gold Beach Pkg. Co.

*Oregon Firm in Operation
Since 1915*

One of the most prominent fish producers and shippers of the Oregon coast is the Gold Beach Packing Company of the city by that same name, a firm established in 1915 and under the continuous ownership and management of Collier H. Buffington and J. R. Burke since that time. The headquarters of the company are at Gold Beach, with branches at Eureka, Calif., and Bandon, Ore. It is also



Two views of the Gold Beach Packing Company plants. Top, Cannery at Gold Beach; below, fresh fish plant at Bandon.

SUNSET FISH CO.

Wholesale Distributors of
Nehalem Bay Chinook,
Silverside, Bright Falls
and Steelheads

Prices on Request

WHEELER

OREGON

contemplated to open another branch at Marshfield, Ore., for mild curing and shipping of troll fish, as well as other varieties.

Mr. Buffington reports a successful season and is very optimistic over the future, concerning which he is declared to be one of the best prognosticators along the Oregon Coast—if the subject be fish. From law to fish—that is the career of Mr. Buffington—and he is not backward in declaring his preference for the latter. He is a lawyer by profession and was county attorney of Curry County, Ore. Mr. Buffington is of middle age, but of very youthful spirit, and one of the most respected figures in business in Oregon, not only in the fish business, but in all walks of life.

As a matter of fact, the fishing fraternity can take pride in the fact that Mr. Buffington is one of the leading spirits in the affairs of his state. He has to the credit of his efforts numerous reforms of benefit to the commercial fisheries of Oregon. Mr. Buffington also is well thought of and especially remembered in California for the quality of fish he ships to that state.

The Gold Beach Packing Company are wholesale distributors of fresh salmon, halibut, black cod, ling cod, rock cod and smelts. The company conducts fishing on the Rouge River and the Coquille. Trolling is also done by the Eureka branch. The concern is one of the larger operators in Oregon and ships considerable of its products to California.

A large freezing and storage plant is operated at Bandon, where several cars are frozen for southern and eastern shipments each year, consisting chiefly of salmon and halibut. The Gold Beach also maintains a large modern canning plant at its headquarters. The company contracts with fishermen and their catches, in addition to operating many of its own boats. In addition, the company is one of the large mild curers of fish in the district.

IS LOBSTER INDIGESTIBLE?

"My unbiased opinion," says Dr. Harvey Wiley in his food column in "Good Housekeeping," "is that the idea that lobster is indigestible is not founded on any authoritatively ascertained dietetic fact."

Lobster, adds Dr. Wiley in describing its nutritional characteristics, contains a large amount of stored sugar, known as glycogen, than is found in almost any other edible meat, which makes it nourishing as well as digestible.

TRAWLERS IN GALE

One of the greatest disasters in the recent history of the Scottish fishing fleet befell a number of trawlers which were caught in a gale in the North Sea with all their nets out recently. Two of the drifters were sunk, with three lives lost.

The Crab Trade

*Warrenton, Ore., Ships 15,000
Dozen Crabs During Year*

By J. W. ANDERSON

Approximately 15,000 dozen crabs were out of Warrenton, Ore., during the past year, this amount being evenly divided between the Warrenton Fisheries Company and the Haines Oyster Company.

The largest portion of the crabs caught were of the jumbo grade and of the very finest quality, bringing the highest prices during the entire year. A fleet of approximately 25 crab boats were fishing during the peak of the season, which was from May until August.

A new type of gear was initiated on a
(Continued on Page 128)



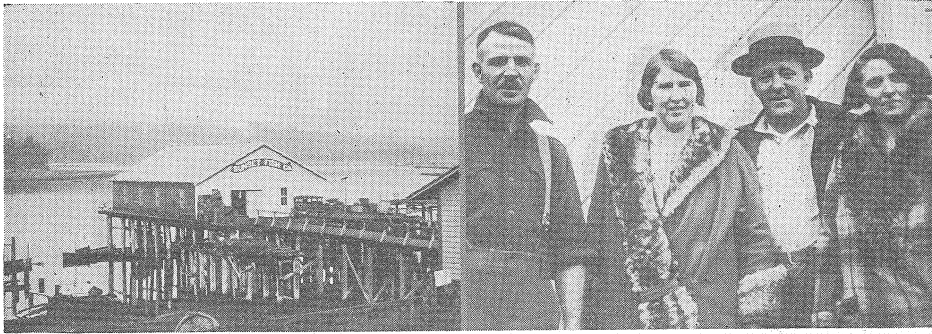
JOSEPH W. ANDERSON
Manager of the Warrenton Fisheries Co.,
Warrenton, Ore.

TINT'S FISH MARKET

Wholesale Distributors of
Columbia River Salmon,
Carp, Suckers and Smelts

Also all kinds of Fresh, Salt, Smoked
and Pickled Fish, Oysters, Clams,
Crabs, Etc.

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Telephone Atwater 3511
PORTLAND, OREGON



The Sunset Fish Company plant at Wheeler, Ore., on the right; D. J. Harrison and W. A. Snyder, progressive fish man who was elected treasurer of the Washington and Oregon Fisheries Association, partners; the ladies are Esther Wallace and Maude Ducham

Successful Partners

Harrison & Snyder Operate Sunset Fish Co. at Wheeler, Ore.

Two successful partners, declared by their friends to form an ideal team, are D. J. Harrison and W. A. Snyder, proprietors of the Sunset Fish Company at Wheeler, Ore., who have been operating their present business since 1925.

The firm is represented in California by the Henry Dowden Company of San Francisco, and the season at Wheeler extends from August 1 to March 1, the company handling steelheads, silvers, chum, chinooks, etc. Messrs. Harrison and Snyder are large shippers to California and mild cure considerable fish.

W. A. Snyder was raised at Wheeler and has always been a fisherman and

logger. From 1922 to 1925, when he bought an interest in the present business, Mr. Snyder fished at San Diego, Calif., and was owner of the boat "Bijou." He operated under the firm name of Snyder & Chase and made several trips to the Gulf of Lower California.

D. J. Harrison has been in the fish business at Wheeler since 1921. He was formerly a partner in the Nehalem Bay Fish Company of Wheeler. A man with a likable personality, Mr. Harrison is more or less a soldier of fortune and has traveled all over the country, during which travels, incidentally, he has picked up a thorough knowledge of the fish business.

THE CRAB TRADE

(Continued from Page 137)

large scale during the year 1929, experiments conducted during 1928 having proved satisfactory. This gear is a trap, the frame-work being made of two hoops of $\frac{5}{8}$ -inch iron approximately 32 inches in diameter which is divided by six stay-rods 14 inches long. This makes a flat frame 32 inches in diameter and about 15 inches wide, the stay-rods being welded to the hoops for permanence. In this connection electric welding seems to be the most satisfactory as chemical substances in the ocean seem to work on the acetylene welding causing it to disintegrate. On the bottom and around the sides and in the two tunnels No. 14 soft-drawn, bare copper wire is used for making the mesh which is approximately $2\frac{1}{2}$ inches. The top is webbed with cotton twine. The average distance between the tunnel leads inside the trap is about 9 inches. The bait bags are inserted at two points in the trap as a lure to the crabs.

Fishing was done in a depth of water ranging from 5 to 10 fathoms, necessitating a buoy line on each trap of 15 fathoms. The most satisfactory buoy line found to date is $\frac{1}{4}$ -inch Norwegian mitted hemp. Each fisherman runs from 35 to 100 traps according to the capacity of his boat for carrying them. These traps were laid in strings along the ocean beach and lifted once a day, and left out continuously during good weather. However, during the stormy weather the traps would be brought in, due to the fact that no system has been evolved to date for safety in holding the traps in their location during real storms. During the storm of last June approximately 400 of these traps were lost.

Catches as high as four dozen crabs to the trap have been known although the average runs from six to eight crabs to the trap, the crabs being of good, merchantable quality. The mesh is left purposely large to allow small crabs to escape and

for this reason practically no small crabs are brought into the receiving station.

Nehalem Bay Fish Co.

H. W. KLEIN, Mgr.

WHOLESALE DISTRIBUTORS

Chinooks, Steelheads, Silvers
and Bright Fall Salmon

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Also Wholesale Dealers and Shippers
Fresh, Salt and Smoked Fish, Crabs, Clams,
Oysters and Various Sea Foods

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143 Front Street, Portland, Ore.

J. W. ANDERSON, Mgr.

WARRENTON FISHERIES CO.

Crabs and Crab Meat

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WARRENTON, OREGON

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MERCHANDISE BROKERS
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PORTLAND FISH CO.
SALMON AND HALIBUT—Also Fresh,
Smoked, Pickled Fish and Oysters
All Orders Filled at the Lowest
Market Price
34 FRONT STREET
PORTLAND, OREGON

PACKERS OF THE FAMOUS



Newport Fish Co.

Crad Meredith, Manager

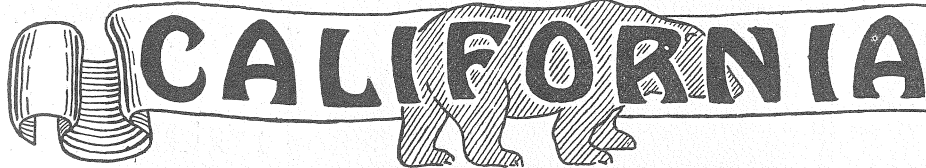
Wholesale Shippers

— OF —

**SALMON,
HALIBUT, LING
COD AND
SNAPPERS**

NEWPORT

OREGON



CALIFORNIA

SANTA MONICA

JIM MATTHEWS, PROP.

MATTHEWS FISH COMPANY

ESTABLISHED 1920

Dealers in all kinds of fresh fish.
Shippers, quote us on specialties.
SANTA MONICA, CALIFORNIA

PALACE FISH CO.

P. L. HINES, Owner

Shippers, quote us—on Halibut,
Salmon, Striped Bass, Roe, Shad,
Catfish, Shrimps and All Kinds of
Specialties

Established since 1904
1421 3RD ST., SANTA MONICA, CALIF.

MONTEREY

I. TAKIGAWA, Pres., Mgr.

PACIFIC MUTUAL FISH CO., Inc.

Est. Since 1902

Producers and Distributors of
FRESH FISH
We Ship Anywhere

Specializing SHELL and SLICED
ABALONE, MILD-CURED SAL-
MON, SARDINES and ANCHOVIES
in brine or dry salted.

Telephone 368—P. O. Box T
Cable Address "Pac-Mutual"
23-25-27 MUNICIPAL WHARF
MONTEREY, CALIFORNIA

T. Hamaguchi, Prop. Market Phone, 196
Residence Phone, 2372

Try the . . .

Central California Fish Co.

Wholesale Fish Dealers of every variety
of Fresh Fish caught in Monterey Bay
CITY WHARF, MONTEREY, CALIF.

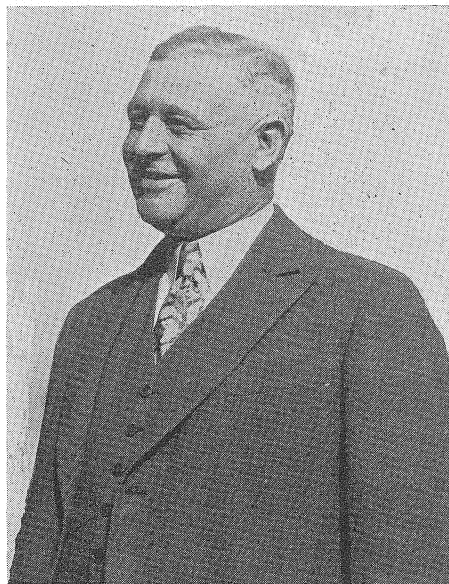
MONTEREY

STEVE CANEPA

Wholesale Shippers of
SALMON, HALIBUT, ROCKCOD,
MACKEREL AND SQUID

If its in Monterey—We have it

Phone 159—P. O. Box 184
MONTEREY, CALIFORNIA



HENRY DOWDEN

One of the leading spirits in the fish business in California is Henry Dowden of San Francisco, head of the Henry Dowden Company, leading fresh fish broker of his district. Mr. Dowden has been in the fish business for many years and his friends are legion.

"DOGS" HAMPER FISHING

Dog fish have been so plentiful on the Banks that one schooner, the "Astrid W.," fresh fishing for the Lunenburg Sea Products, was forced to return to port with no catch. The dogs swarmed in such numbers that it was impossible to fish. This luckily does not happen often.



H. Dakis, owner of the San Diego Fisheries Co., has been in the fish business for 19 years, and is one of the pioneers in the Mexican lobster fishery and one of the first California dealers to stimulate the freezing of fish.

NEWPORT BEACH

J. P. Horman Fish Co.

WHOLESALERS

Smelts Now in Season

Telephone 350-W
NEWPORT BEACH, CALIF.

FRANK SUTTORA FISH CO.

Wholesale Shippers

Now Shipping Smelt

Telephone 269 or 134
NEWPORT BEACH, CALIF.

WILMINGTON

4X Fisheries

Wholesale Distributors by
Experience

Producers Quote Us On All Kinds
of Fresh Fish and Specialties

224-6 W. Anaheim
WILMINGTON, CALIFORNIA

STOCKTON

P. Busalacchi & Bros.

WHOLESALE FISH DEALERS

Also Producers and Shippers of
Catfish, Shad, Striped Bass and
Salmon

Standing Orders Solicited
Phone Stockton 1032 or 4095
29-31 E. Channel St.
STOCKTON, CALIFORNIA

SAN LUIS OBISPO

Established 1918

Telephone 864

SAN LUIS FISH CO.

Wholesale Shippers of Fresh Fish, Shell
Fish and Abalone in the shell and sliced

581 DANA STREET P. O. BOX 305
SAN LUIS OBISPO, CALIF.

SACRAMENTO

Telephone Main 475.

Est. 1880

TONG SUNG CO.Commission Merchants and Oldest
Fish Shippers in Northern California

Branch: Reno, Nevada

916 3RD ST. SACRAMENTO, CAL.

SAN PEDRO

JOHN IVANICH, Manager



*We ship standing orders
all over Texas, California,
Arizona, Nevada, New Mexico,
Etc.*

*NOTE: We are large buyers of all
kinds of Fresh Fish and Special-
ties. Please quote us on volume.*

Producers, Packers and Shippers of
All Kinds of

**FRESH, SALTED and
SMOKED FISH
LOBSTERS, OYSTERS,
CRABS**

**Standard Fisheries
Company**

ESTABLISHED 1897

Phone San Pedro 5

Municipal Fish Wharf, San Pedro

American Fisheries, Inc.

*Purveyors to the
Discriminating*

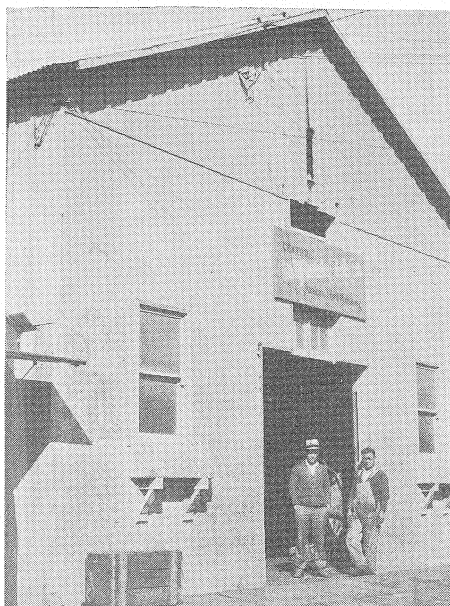
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*Not the Largest, but
the Best*

Fresh, Salt or Smoked Fish

== == ==

**MUNICIPAL FISH WHARF
SAN PEDRO CALIFORNIA**



T. Hamaguchi, left, manager of the Central
California Fish Company at Monterey and his
brother

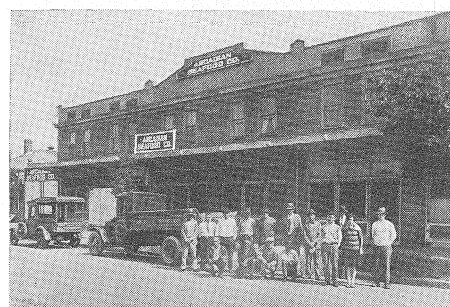
Vitalich Bros.

*John Vitalich in Fishing Game for 15
Years*

John Vitalich, associated with his
brother, Vincent Vitalich, in Vitalich
Bros. & Company, has been connected
with the fishing game for the past fifteen
years. The firm has been in its present
location at 1246 East Sixth Street, Los
Angeles, for the past three years. Vin-
cent Vitalich, manager of the company,
has devoted eight years to the fish busi-
ness.

He reports that the company has ex-
perienced good business during the past
season. The company is a sea food
broker and distributor of large quantities
of fresh halibut, salmon, also carload lots
of frozen salmon and halibut. The com-
pany also deals in all kinds of other sea
foods, including shrimp, lobsters, clams,
etc. Vincent Vitalich was a salesman
before going into the brokerage business.

James Pearce of St. Andrews, who
died recently at St. Andrews was on the
staff of Doon & Company, fish manu-
facturers at St. Andrews for years, and
was employed at this fish factory until
forced to take to bed with his fatal illness.



The Arcadian Seafood Co., New Orleans, La.,
with the staff in front.

SAN PEDRO

*Cable Address, "Mutual"
Bentley's Complete Phrase*

Mutual Fish Company

**Municipal Fish Wharf,
San Pedro, Calif.**

**WHOLESALE FRESH FISH
DEALERS**

**IMPORT—EXPORT
ALL KINDS OF MARINE
PRODUCTS**

Packers of
**"Pampco" Brand Tempura
Fish Cake**

George T. Ota, Manager

Telegraph "Mutual" for your fish
requirements

We Handle Nothing But the Best

**At Lowest Prices. Good, Fresh Fish
Products of all kinds, at all times.
Send us your standing order.**

"If It Swims, We Have It"

Pacific Coast Fish Co.

and NAKAHARA COMPANY
Ship Chandlery and Supplies

Phones: 907 and 908

P. O. Box 267

**MUNICIPAL FISH WHARF
SAN PEDRO, CALIFORNIA**

Vincent Di Meglio Annie Di Meglio
Jack Cuomo

OCEAN FISH COMPANY

Est. 1897

DISTRIBUTORS

**All Kinds Fresh, Salted,
Smoked and Fish Specialties**

**Standing Orders Given
Special Attention
WIRE FOR OUR QUOTATIONS**

Telephones: Market Phone 229
Residence Phone 1596

**MUNICIPAL FISH WHARF
SAN PEDRO, CALIF.**

SAN PEDRO

Y. KAMIYA, Mgr.

CENTRAL FISH CO.

Established 1910

*Shippers of All Kinds of
Southern California
Fresh Fish*

Depend on us to supply your wants
regardless of the quantity.

MAINTAINING JAPANESE SHIPPING
DEPARTMENT
"Standing Orders"

CARE MUNICIPAL FISH WHARF
Tel. 834
SAN PEDRO, CALIF.

STAR FISHERIES

Wholesale Distributors of All Kinds
of Southern California Sea Foods
If you crave Service place your
requirements with us

P. O. Box 385, San Diego, Calif.
Telephone Main 8105
Municipal Fish Wharf, San Pedro, Cal.
Telephone 2525

Telephones: 333 and 334

Zankich Bros. Fish Co.

ESTABLISHED 1911

*Wholesale Shippers with a
Reputation*

MUNICIPAL FISH WHARF
SAN PEDRO, CALIF.

San Pedro Fish Co.

Wholesale Dealers and Standing
Order Shippers of All California
Seafoods

PROMPT and RELIABLE—
"QUICK SERVICE"

MUNICIPAL FISH WHARF
SAN PEDRO, CALIFORNIA

Pioneer Fisheries

Wholesalers of All Kinds of Fresh
Fish, Perch, Kingfish, Smelts,
Mackerel, Lobsters, Etc.

STANDING ORDER SPECIALISTS

MUNICIPAL FISH WHARF
Telephone 1474
SAN PEDRO, CALIF.

LOS ANGELES

Leslie M. Kruschke Max Freeman
Phone: TUCKER 1168

Superior Sea Food Company

1214 PRODUCE STREET
LOS ANGELES, CALIF.

Wholesale Purveyors of
SEA PRODUCTS
To Institutions, Hotels and Restaurants

*Always in the Market for
Specialties*



Young's Market Co., Fresh Fish Division, Los Angeles; Frank Lenk, manager, inset.

Young's Market Co.

Fish Department Thriving, Says Manager Lenk

The fish department of Young's Market Company, Los Angeles, was organized in the spring of 1923, in a modern brick building at 410 Towne Avenue, Los Angeles, and has been under the management of Frank C. Lenk for the past four years. Mr. Lenk declares that the company has been doing a prosperous business during the year just coming to a close. He attributes this success to no one person, but to the united efforts of all members of the organization.

The wholesale fish division was brought into being because at the time it was organized the company had so many retail stores that it was necessary to establish a wholesale buying and distributing center. Mr. Lenk, the manager, has been in the fish business most of his life and was connected with the retail stores division previous to appointment to his present position.

Employing a large force of men and operating several delivery trucks, Young's serves exclusively the high-class metropolitan trade of Los Angeles. The wholesale division has a large refrigeration capacity and a two-ton compressor, and thus is enabled to carry in stock at all times a large variety of sea food specialties.

Mr. Lenk is a believer in steady, conservative business and the building up constantly of the prestige of the fresh fish business. To this policy he attributes the fact that his company has not been shaken or disturbed by the various turmoils that have agitated the fresh fish trade from time to time.



The Oakland Fish Company plant; Bart Ghio, one of the owners, second from the left

LOS ANGELES**Holmes-Danforth Creighton Co.**

Merchandise Brokers
839 Traction Avenue
Los Angeles, California

Exclusive Distributors
SOUTHERN CALIFORNIA

Gorton-Pew Fisheries Co.

Gloucester, Mass.

Packers of

ALSO

GORTON'S KODIKOOK CODFISH
WALRUS BRAND GEORGE'S
CODFISH MIDDLES

Leonard Fisheries, Ltd.

Montreal, Que., Canada

*Producers of
SUPREME BRAND*

*Haddies,
Smoked Fillets and
Smoked Kippers*

*Order Through Your
Jobber*

Vitalich Bros. & Co.

1246 EAST SIXTH STREET
LOS ANGELES
Phone VAndike 2927

General Sea Food Brokers
and Distributors

Wire Your Offerings!

New Accounts Solicited.
Complete Coverage Southern
California

LOS ANGELES

**Wreden Packing
& Provision Co.**

*Extensive Dealers in Fish Meat
and Poultry in Los Angeles for
the past 30 years.*

PRODUCERS AND SHIPPERS KINDLY
QUOTE DIRECT

Main Plant and Offices:

129 SOUTH MAIN STREET

Phone MUtual 4351

LOS ANGELES

CALIF.

M. H. Isenberg

FORMERLY ZAISER PRODUCE CO.

Wholesale Fish Dealers

**SPECIALIZING IN FRESH WATER
FISH**

We are the oldest firm in Los Angeles
handling the

FRESH WATER FISH TRADE

1812 South Central Ave.

Telephone Westmore 3263

LOS ANGELES, CALIFORNIA

**Harbor Fish
Company**

Wholesale Dealers

**Fresh, Salted, Smoked and
Canned Sea Foods
All Varieties of Shell Fish
and Specialties**

PRODUCERS, TAKE NOTE:—Quote us
on all kinds Fresh Fish and Specialties

631-633 CENTRAL AVE.

Los Angeles, California

Phones TR 6259, TR 6250

**CALMEX
BRAND MINCED
ABALONE
HENRY DOWDEN CO.**

Distributors

598 Clay Street San Francisco

Packed by

MARINE PRODUCTS CO.

Packers of ABALONE, TUNA, LOBSTER
and other sea foods

Export Office, 416 W. 8th St., Los Angeles



Central Fish & Oyster Co., of Los Angeles; from left to right, Gordon Spidel, Clifford E. Webber, Sam Kapper, and Saul Baker, who is half owner.

Central Fish & Oyster

*Completes First Year of Operation in
Los Angeles*

Completing its first year in existence, the Central Fish & Oyster Company of Los Angeles has experienced a most successful and encouraging initial season, according to Saul Baker, manager. Mr. Baker and Eva Simmon are partners in the enterprise. The Central Fish & Oyster Company was established in August, 1928.

For six years previous to that time Mr. Baker was engaged in the retail fish business at Baker's Fish Market at Twenty-second and Central avenue, Los Angeles. This retail business was Mr. Baker's introduction to the fish trade, and he declares that before he bought the retail market he hadn't the slightest suspicion that he would ever deal in fish instead of clothing, which was previously his line. Now that he has had experience as a fish man, Mr. Baker is highly enthusiastic over the business, he asserts.

When the Central began business it specialized in fish for the Jewish trade, but later grew so that it now handles all varieties, giving as much emphasis to one as to the other. For a year Mr. Baker had an exclusive permit to ship carp out of the state of Nevada, this and

other fresh-water fish especially prized by the Jewish people being caught in the Walker and Pyramid lakes.

Mr. Baker declares that he hopes all other fish people will have as merry a Christmas and as happy a New Year as he contemplates after his first year as a wholesale fish merchant.

The company has recently installed a sharp freezer and has an ice box 50x12 feet in size. The Central operates four trucks which deliver to customers.

LOS ANGELES

**Young's Market
Company**

**Wholesale Fish Division
Los Angeles**

Attention, Producers: Quote
us fresh fish and specialties

410 TOWNE AVE.

LOS ANGELES, CALIFORNIA

Phone Metropolitan 6366

**Central Fish and
Oyster Co.**

PRODUCERS, TAKE
NOTICE

We buy all kinds of Fish,
especially Carp, Black Cod,
Mullet, White Fish, Rock Cod,
Halibut, Salmon and
Specialties.

Tel. VAndike 3740

1012-14 S. CENTRAL AVE.

LOS ANGELES, CALIFORNIA

**GEORGE F.
NAYLOR**

General Sea Food Broker

All Kinds Fresh, Frozen, Salt
and Cured Fish

Telephone TUCKER 4293

ROOM 204

337 SOUTH CENTRAL AVENUE

LOS ANGELES, CALIFORNIA

LOS ANGELES

Marine Fish Co.

We are Large Buyers of All Kinds of Seafoods. Quote us Volume
We operate 13 Stock Trucks covering all of Los Angeles County
1214 Produce St.,
Telephone TRinity 5371
LOS ANGELES, CALIF.

SAN DIEGO

LAWRENCE OLIVER, Manager

AMERICAN FISHERIES CO.

Established 1908

Wholesale Dealers in and Shippers of
SALTED, DRIED and PICKLED FISH

Salted Barracuda, Yellowtail and Jewfish—Live and Cooked

We specialize in Fish Fertilizer and Fish Oil

Get Our Prices in Car-lots Before Contracting Elsewhere

WIRE FOR QUOTATIONS

841 HARBOR STREET
SAN DIEGO, CALIF.

CHARLES A. LANDERS

SEA FOOD BROKER

Serving the San Diego Trade in Their Outside Fish Requirements

Producers Accounts Solicited

MUNICIPAL PIER BLDG.
SAN DIEGO, CALIF.

Van Camp Organizations

Producers of
Supreme Quality Sea Foods

LIVE AND COOKED LOBSTERS

Texas Shipments Made Direct from San Diego

WIRE FOR PRICES

867 Harbor Street
SAN DIEGO, CALIF.

Prompt and Honest Try THE UNION FISH COMPANY

Established 1908
Direct Wholesale Dealers in Fresh and Salt Fish
LOBSTERS—Live and Cooked
825 HARBOR STREET
San Diego, Calif.



Force of the Pacific Mutual Fish Co., at Monterey. I. Takigawa, president and manager, second from the left.

Pacific Mutual Fish

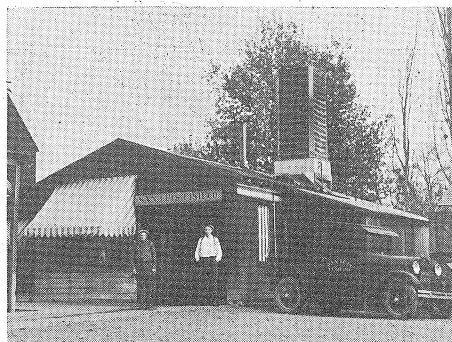
Company Ships Considerable Fish to Honolulu

The Pacific Mutual Fish Company of Monterey has been doing a good business during the past year, particularly in shipping lots to Honolulu, according to T. Takigawa, president and manager.

The company represents the merger of three companies in May, 1919—the Higashi Fish Company, the Monterey Water Products Company and the Fariguchi Fish Company. The Pacific Mutual is extensively active in the abalone trade and has an interest in the Coast Abalone Company of Monterey.

Dry and salt sardines, in both brine and hard salt comprise the principal shipments to Honolulu. Mr. Takigawa declares that his company also ships numerous other varieties of fish all over the country, specializing in salmon, halibut, mackerel, sardines, squid and abalone.

The Pacific Mutual Fish Company is one of the leading concerns of the Monterey Bay district, and President Takigawa declares that he believes the West Coast in general and the Monterey District in particular is due for a still more prosperous season with the beginning of the year 1930.



San Luis Fish Company at San Luis Obispo, Calif. with M. W. Bowlus, manager, on right.

SAN DIEGO

If It Swims
We Have It . . .

THE PEOPLE'S FISH COMPANY

Producers and Distributors of
ALL KINDS OF CALIFORNIA SEA FOODS

Special attention to Hotels and Restaurants
Especially LOBSTERS—Live and Cooked
Fresh, Smoked, Shell and Fresh Water Fish in Season

...Telephones: Main 4158 and 4159
869 Harbor St. P. O. Box 1205
SAN DIEGO, CALIF.

H. DAKIS, Prop.

Estab. 1914

SAN DIEGO FISHERIES COMPANY

Direct Wholesale Dealer in Fresh Sea-Food

OUR SPECIALTY—LIVE AND COOKED LOBSTERS—SHIPPED EVERYWHERE

Wire Us for Quotation—We Respect Standing Orders

Telephone: Main 9698
815 HARBOR STREET BOX 77
SAN DIEGO, CALIF.

STELLAR FISH CO.

Wholesale Fresh Fish and Lobsters

K. O. SHIMA, Manager

Specializing to the Japanese Trade—fully understanding quality of Fresh Fish desired especially Tuna, Yellowtail, Barracuda, Mulletts, Seabass, Etc.

825 HARBOR ST., SAN DIEGO, CALIF.

JOHN N. VITALICH, Manager
Established 1915

CHESAPEAKE FISH COMPANY

Wholesale Dealers in all kinds of CALIFORNIA FRESH AND SALTED FISH

Specializing

LOBSTERS
Live and Cooked

849 Harbor Street
SAN DIEGO, CALIFORNIA

To revive Prince Edward Island oyster beds, the Fisheries Department have placed an order with the Lunenburg Foundry Co., Lunenburg, N. S., for an oyster dredge. This boat will be used to clean up the grounds and to lay down shells for new beds.

A WOMAN'S VIEW

(Continued from Page 129)

But it takes us safely to the offices of the fisheries. A machine and a guide are put at our disposal.

To the Sheds

First, we go to the landing and drying sheds. Put on your rubbers or galoshes for you have seldom walked in a more wet and slippery place.

This landing shed is a low, rambling building, open on all sides and reaching to the water's edge. A boat has just come in. We see the fishermen and wonder why they look so vaguely familiar. Suddenly it flashes on us they are wearing the fisherman hat with the down in the back trim. This hat has been worn by fishermen for years and years, but by fashionable women only during the past season.

These men are attired for work. Their boots come to their hips and they slosh around in the boat with little or no concern.

They have been miles away out at sea with their nets and have caught thousands of pounds of cod.

These were split and cleaned at sea and then packed in huge casks with much salt between and around the fishes. The salt keeps them from spoiling so that they reach the harbor at Gloucester on Cape Ann in good condition.

As we slide and slip through the wet and slippery floor of the shed we reach the water's edge in time to see the men hoisting up these pounds and pounds of fish. We see fish, we smell fish.

The fish are given a thorough washing in clear, cold water. Then they are packed into the casks or butts which are lined in rows on the floor of the shed. They stay in these casks for some time and then are lifted out and drained. This process is taking out some of the superfluous brine or pickle.

Drying

After poking around, we go out of doors to the drying or flaking tables. Here we see long tables somewhat like those used in picnic resorts. Only these do not have solid tops but a slat arrangement. Workers spread the fish each one with flesh side up on the table top. They are laid in orderly rows. The water drips through the slats, the air circulates round about them. The sun and air dry them. There are canvas covers which are stretched above the tables to keep dirt and soot or insects away from the fish.

This flaking process completes the curing. You and I could not get a job in this department, for it takes experience to know when the fish are sufficiently cured.

Skinning

Possibly, though, you will want to apply for work in the next place to which we go. We follow the dried fish to the skinning department. I have seen many dexterous workmen in my life but never have I seen a crew that I admire more than these skimmers.

Each man has a knife with an edge that must be sharper than a serpent's tooth, a child's ingratitude or that edge on the knife you and I keep in our kitchen, for with this knife held in their trained hands the men pull off the outer skin, cut off the side and back fins and cut out the back bone. Seemingly this is all

done with one movement. They pick up a fish, their knives flash and there before you lies a piece of fish freed from fins, skin and back bone.

Now we come to the tables where the women are working. They take out the bones from the fish fillets. They have special pliers which nip bone after bone. These women know just how many bones should be taken from each fish and count them automatically. They seem to sense just when they have missed one. The women protect their hands with heavy gloves, and in their caps and aprons look like what they are—a group of capable, efficient workers.

Packing

Over in another part of the room we see familiar machinery. Here is an endless moving belt and a packaging machine. The fillets of cod, so white and firm they look like pieces of castile soap or marble, are laid in the lined boxes and checked for weight by capped, aproned and gloved girls. Then the covers are nailed on and the boneless cod is started on its way to you and me.

Next we follow the journey of the broken and irregularly shaped pieces of the cod, some of which is flaked and some of which is used in making codfish balls.

Before we go to the fish ball factory, we are taken into a special room with drying racks similar to those on which dresses are hung in a shop. When the sliding racks are pulled out we see mackerel, halibut and other fishes.

Now we go out of doors and take the machine over to the factory where they make codfish balls.

In addition to the fish and seasoning, potatoes are a necessary ingredient of codfish balls. How would you like to peel enough potatoes to keep the factory running eight hours a day? You wouldn't? Well you need not, for the factory, like the hotel kitchen, peels the potatoes by machinery. The potato peeling machine has a large cylinder lined with a material which is as rough as giant sandpaper. The sharp little points are made of carborundum or a similar material.

The potatoes are poured into the cylinder. The electric power is turned on. So is a stream of water. As the revolving cylinder forces the potatoes against those sharp little points, the skin is worn off and is taken away by the stream of water, which plays over the rapidly moving potatoes.

Ready to Serve

The irregular pieces of fish are combined with the peeled potatoes and cooked in steam jacketed kettles of enormous size. We have met these steam jacketed kettles before in our factory visits. They are a family size double boiler grown up and come of age.

When the mass is tender it is put into another large machine which sieves it. Seasoning of salt and pepper is added. Richness is given by the addition of cooking oil. The mass is revolved and paddled until it is smooth and evenly flavored. Then it goes to the filling machine.

We have seen these machines before. Into the hopper goes the creamy, hot mixture. The hopper has a number of

trap door openings. A moving belt brings opened and waiting tin cans immediately below the trap door openings. Automatically the doors open, enough fish ball mixture is released to just fill the cans. Then the trap doors shut and the moving belt brings another set of waiting cans.

The cans are capped automatically. Then they are placed into huge metal baskets which are lowered into a steam heated container. Here the cans are processed for a given length of time. Cranes lift the baskets out, the cans are cooled, labeled and packed.

When next we see them they are on the grocer's shelves.

SAN FRANCISCO

Standard Fisheries

PRODUCERS AND DISTRIBUTORS

Operating our own Trawlers.
Careful Attention given all
orders regardless of quantity
desired.

Distributors
Northern California
and Nevada

"SEAFRESH
FROSTED
FILLETS"

MAIN OFFICE:

Foot of Leavenworth Street
SAN FRANCISCO, CALIFORNIA
P. O. BOX 2232

Branches:

EUREKA, PITTSBURG,
SANTA CRUZ, MONTEREY

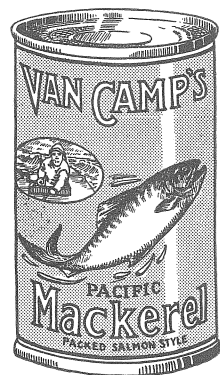
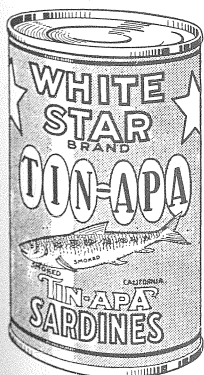
Chicken OF THE *Sea* FANCY TUNA

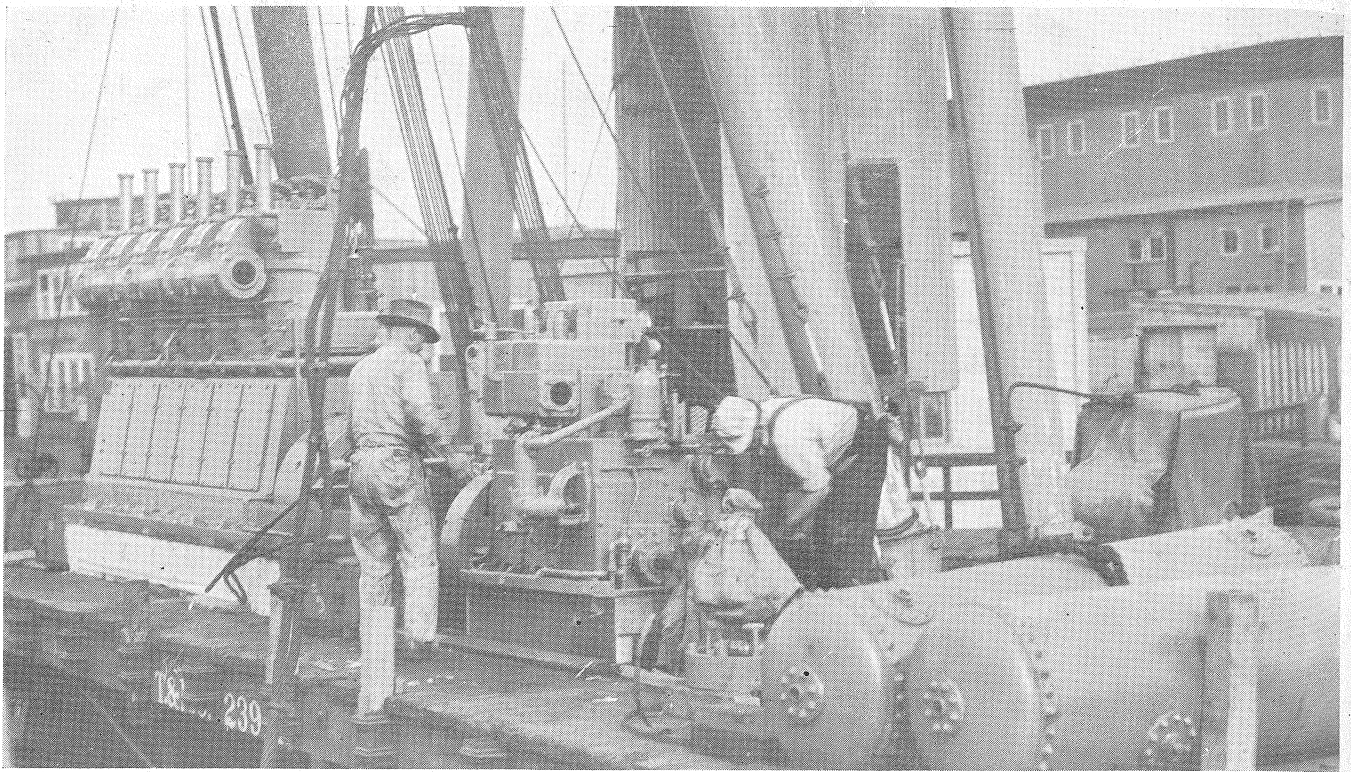


Quality
Made Our Brands
Famous

Van Camp Sea Food Co., Inc.

Terminal Island, California
U. S. A.





The main engine 300 h.p. Western Enterprise, also auxiliary 30 h.p. Western Enterprise being made ready to be lowered in hold of the "Rainbow," owned by J. V. Giaconi and Anton Kordich, recently launched at the Al. Larson boat building shops, Terminal Island, California.

A Western Enterprise Pays Its Way on Performance

DIESEL engine buyers should not experiment. Life is too short. Western Enterprise engines are being selected to power the world's largest fishing boats. Performance alone has convinced the West Coast fisherman that his real partner in the game is, without question, a Western Enterprise.

The trend to Western Enterprise engines is indicated in the large number sold during 1929, and can easily be explained because of quick passage to and from distant fishing grounds for lower operating costs, thus enabling the boat owner a larger net profit at the season's end.

It is significant to know that Western Enterprise engines have been chosen on performance, power, reliability, economy and compactness over a period of years, and have built up an unsurpassed reputation as the logical power units for fishing vessels of all types.

Do not gamble in Diesel engines—order a Western Enterprise

LIST OF FISHERMEN WHO HAVE JUST PURCHASED REAL ENGINES

Klemento Zar	I. S. Ito, N. Minamiji, T. Shindo, etc.
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1—30 H.P. Auxiliary Engine	1—45 H.P. Auxiliary Engine
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